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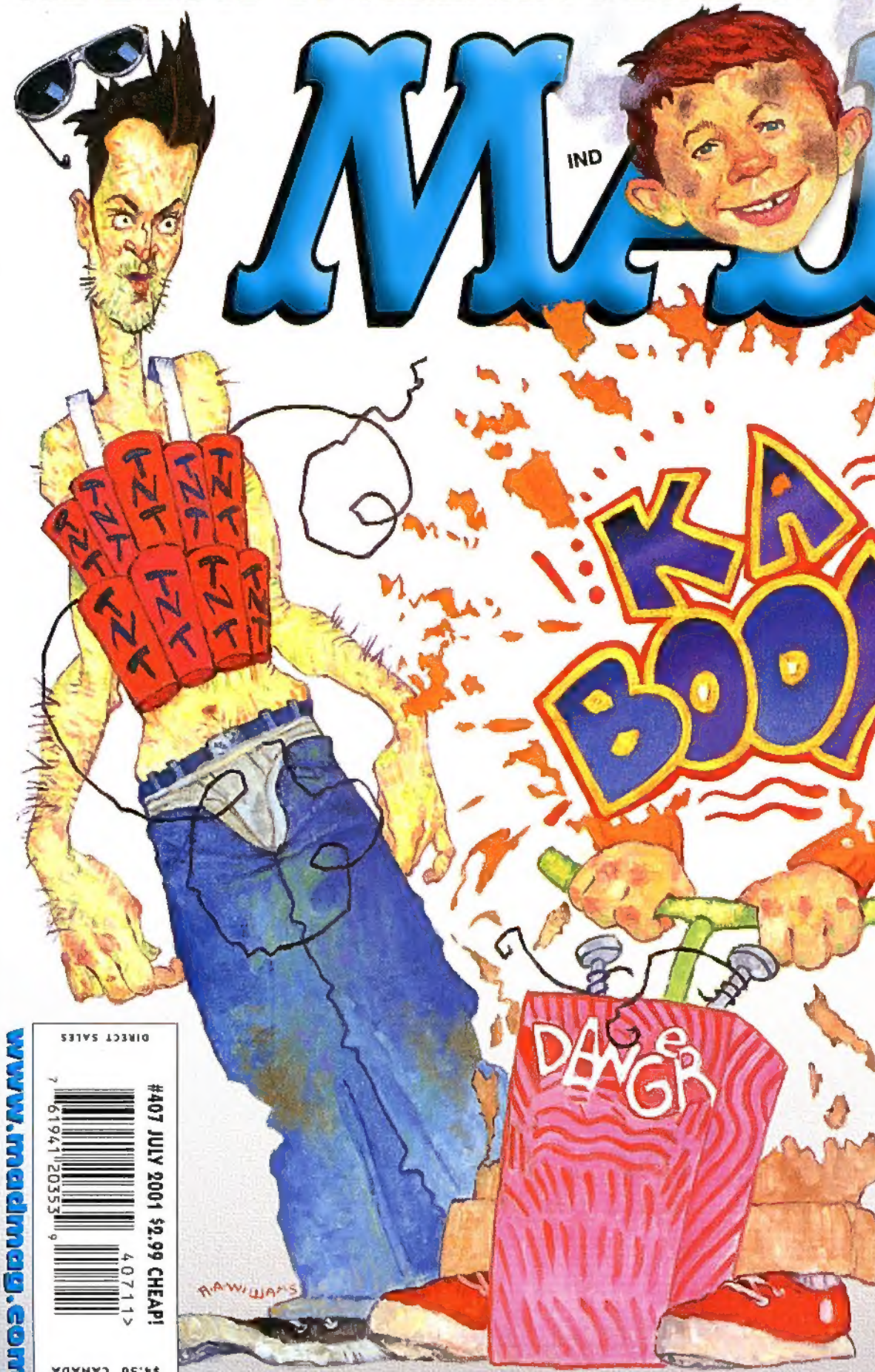

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MAD

NUMBER 407

JULY 2001

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JULY
SUN MON TUES WED THURS FRI SAT
1 2 3 4 5 6 7
8 9 10 11 12 13 14
15 16 17 18 19 20 21
22 23 24 25 26 27 28
29 30 31
1982
Burt Reynolds Weds Self In Bizarre, But Tasteful Las Vegas Ceremony
1991
Plans for First Human to Baboon Heart Transplant are Scrapped.
1969
Man Walks on the Moon
1969
Man Runs With Scissors on the Moon
1998
After Sales of 9 Million Units, Henny Stickle of Grand Rapids Becomes First Person to Successfully Install Windows '98.

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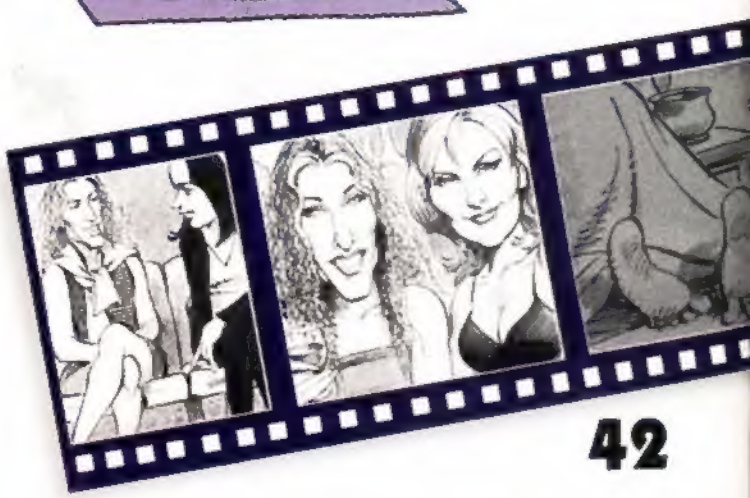

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"You can't go home again. At least that's what your parents will tell you on Graduation Day!"

FRONT COVER ARTIST: RICHARD WILLIAMS

Real
Ad

HOW TO REACH US

Please Address Correspondence To: MAD, Dept. 407, 1700 Broadway, New York, New York 10019. MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped envelope! MAD doesn't read faxed submissions!

Make A Dumb Wish Foundation™

Now that you have been putting advertisements in MAD, I have a wish for The *Make A Dumb Wish Foundation*™. I don't like the ads, and I was wondering if you could stop putting them in.

John Dickson, Chicago, IL

Johnny — Thank you for your letter to The *Make A Dumb Wish Foundation*™ brought to you this month by Altoids® — the curiously strong mint. Now onto your question. We could stop putting in ads, but that would cause us great headaches and then we'd need Excedrin® — the extra strength pain reliever, and we also might need something for our upset stomachs such as number one doctor recommended Tums®. So, sorry we can't grant your dumb wish, but thanks for your letter, which by the way you could have sent via FedEx®! —Ed.

ALL THREATS ARE OFF

I was reading my MAD on the way to church today, as I usually do when I'm studying for advanced placement classes or doing community service for the elderly, when suddenly my mag flew out of my hands and got run over by a truck. It was shredded to pieces. Unluckily, I tried to chase after this great product and I also was hit by the truck. Luckily, I wasn't shredded to bits like my magazine. MY daddy says I should sue you for everything you're worth, but all I really want is a new three-year subscription to MAD.

Donnie Anderson, Nanaimo, Canada

P.S. Did I mention my dad was a very successful lawyer?

P.P.S. Thanks for the "Kids Guide To Writing Letters" (MAD #403).

A three-year subscription? Almost, but not quite. To get that you would have needed to send us a photo of you under the truck, being rescued by paramedics, one of whom would have had to have been Johnny Depp (holding the shredded issue)! Sorry, D. and good luck in rehab! —Ed.

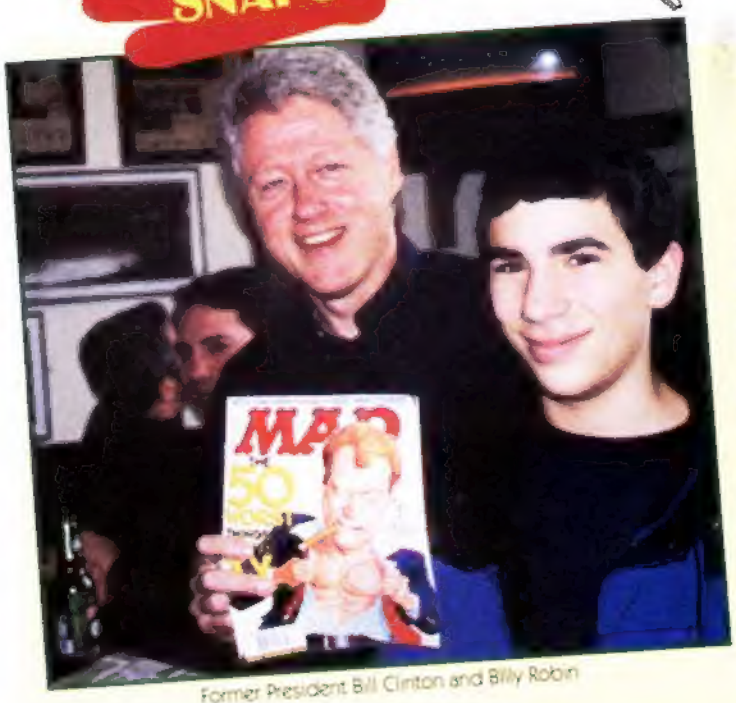
GEEK LITERATURE

I refer you to your question in response to William Brann's letter in MAD #403, "Who the @#$!% is Hector"? Although I find it difficult to believe anyone could be that ignorant, I shall endeavor to clue you in. Hector, son of King Priam and husband to Hecuba, was the foremost warrior of the city of Troy when it was besieged by the Greeks. Achilles chased him thrice around the city walls before slaying him in return for Hector killing Achilles' friend Patroklos (The *Iliad* by Homer, book 22). Therefore, the idiom "Since Hector was a pup" means for a long time. That idiom has been used since before the flood...oh, let me make this simple for you guys, since a really, really really long time ago.

Scott A. Miller, M.D./Ph.D Student of Classical Language, Nashville, TN

Scotty — Thanks for your enlightening letter. But when it comes to Hector the Pup and all that mythology crap — it's all Greek to us! But what about you? We were quite taken by the fact that you are an M.D. and you are getting your Ph.D in Classical Language. If only you were around a few thousand years ago, you could have treated Socrates after he drank the hemlock — and then you could have told his family that "valiant efforts were made, but there was nothing we could do." Thanks for never writing us again! —Ed. Son of Agun, the God of the Letters Page.

MAD CELEBRITY SNAPS



Former President Bill Clinton and Billy Robin

When I was walking through my town yesterday, heading towards Rite Aid to pick up the latest issue of MAD, I happened to see a large SUV with a bunch of guys dressed in black surrounding it. Now, I thought this is either a terrorist group or the Secret Service for Mr. Clinton. It was in fact our ex-president and I caught up with him in Calhoun's Restaurant, the local bar and grill where he was celebrating St. Pattie's Day. As he was drinking his beer, my family approached him with our handy dandy MAD from my brother's subscription. I asked him if he would sign it, which he did and I posed with him while he was holding the MAD. I have always carried around a camera and a MAD in Chappaqua in case of seeing the Clintons. Mr. Clinton told us how much he loved MAD when he was a kid. He said he and his friends would save up a quarter to buy the magazine. After I thanked him and left, I noticed Buddy, the Clinton's dog, in the car. I waved, he barked and we left.

Billy Robin, Chappaqua, NY

It's rare that we receive a Celebrity Snap with such a tender and moving letter. It's good to see the former leader of the free world has moved on to truly important things like throwing back a few brewskis and getting MAD readers like you free three-year subscriptions (the retail value of which is significantly more than your family will receive from the Bush tax cut!). God Bless America! —Ed.

FAX MAD AT (212) 506-4848!

MAD #408 ON SALE JULY 17!

MAD XL #11 ON SALE JULY 17!

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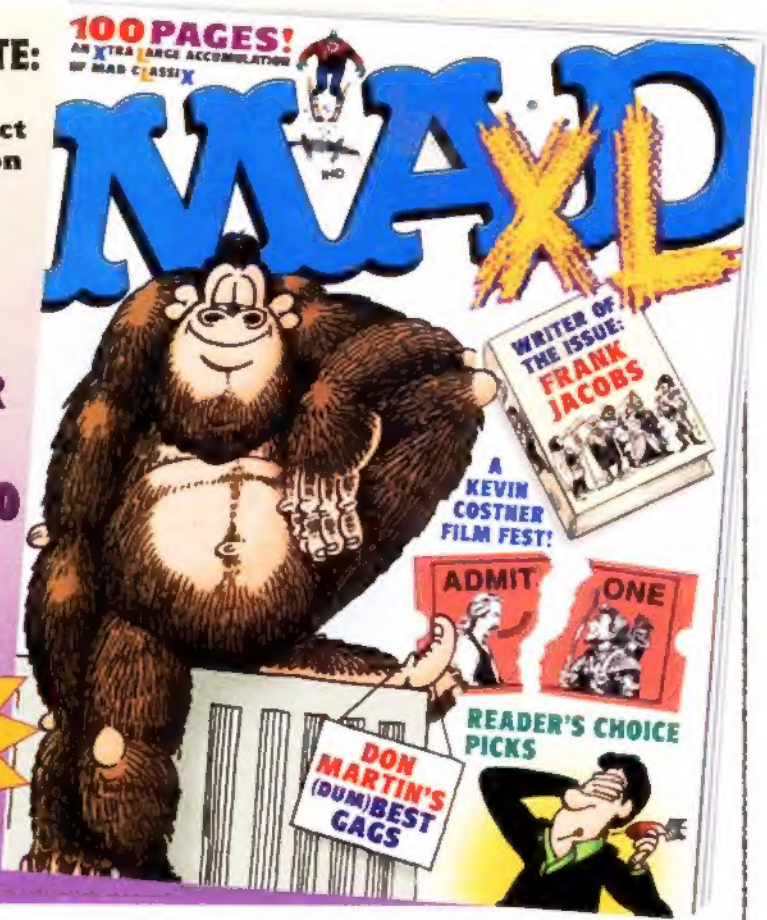
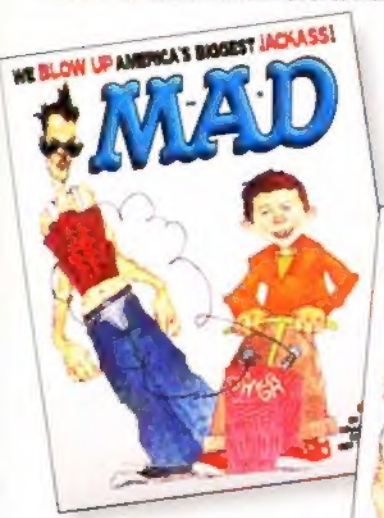
EDITOR'S NOTE:

It is a well documented fact that a big ape on the cover of a magazine guarantees a particularly fine issue!

BUY YOUR COPY OF MAD XL#10 TODAY!

ON SALE NOW!





COVERING OUR *JACKASS*

Hold on! Just because you have this issue of MAD doesn't mean you have THIS issue of MAD! The weasels in Marketing have once again talked us into creating two different covers for our July issue. Normally, we would advise against falling for such a scam, but we recently discussed our two-cover idea with famed logographer and MAD collectibles expert Hans Brickface of Hans' Bric-A-Brac and MAD Merchandise, and he conservatively estimates that in a well-publicized auction, these covers could fetch quite a bit. So don't be shut out of this incredible money-making opportunity! Get in on the ground floor, go directly to your newsstand and buy the cover you're missing today! Fa! Fa! Fa!

MAD

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president & editor-in-chief

Paul Levitz
executive vice president & publisher

Nick Meglin & John Ficarra
editors

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senior editors

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Dick DeBartolo *creative consultant*
Dorothy Crouch *vp-licensed publishing and associate publisher*

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Alison Gill *exec. director - manufacturing*
Lillian Laserson *vp & general counsel*

Contributing Artists And Writers
the usual gang of idiots

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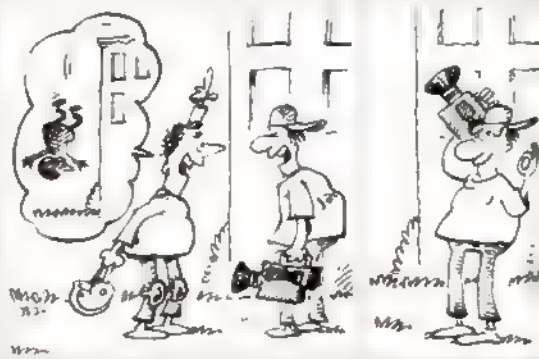
a MAD Look at

jackass

ARTIST AND WRITER: SERGIO ARAGONES



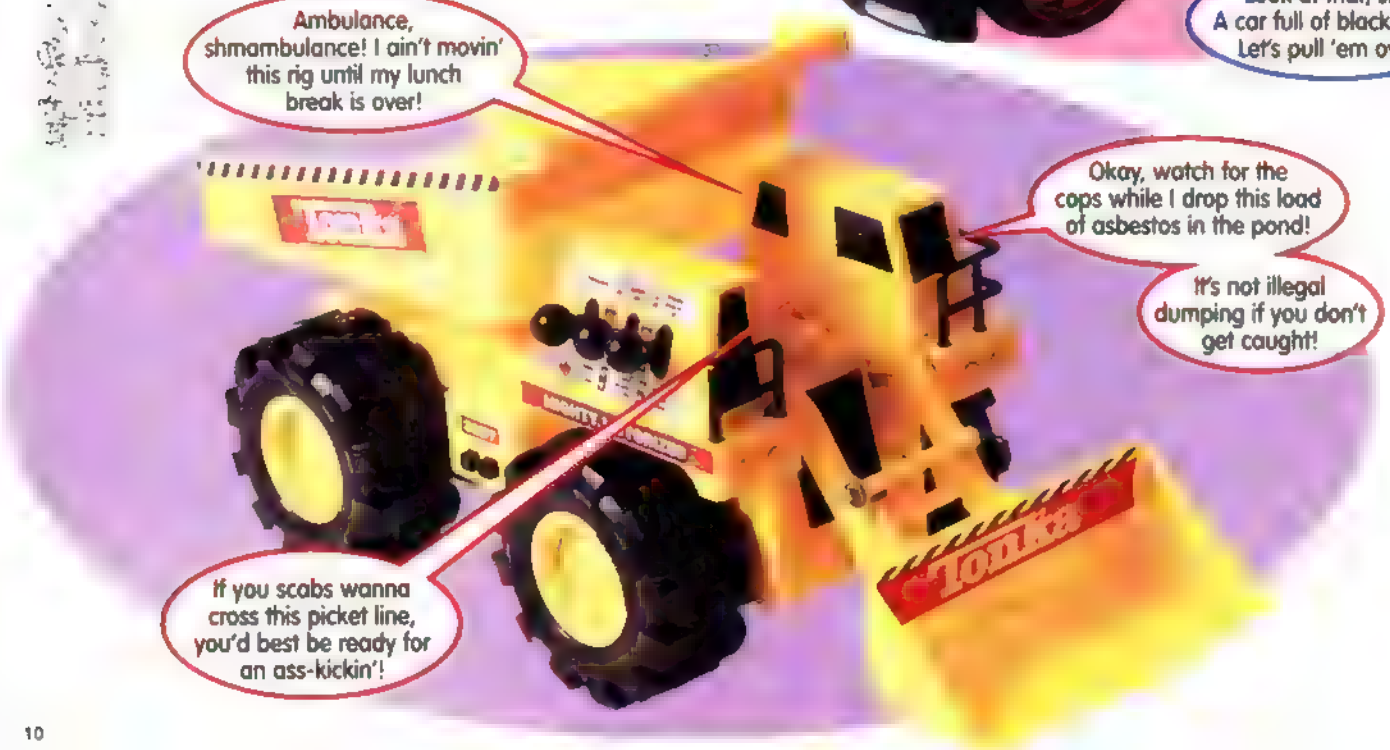
MATTEL IT LIKE IT IS DEPT.

Thanks to digitally-recorded voice chips that allow toys to "chat" with children, talking playthings have become the latest must-have kid's item! Unfortunately, the makers of these products limit their chatter to inane and improbable things like "Hi. I'm Pikachu" or "Big Bird likes to spell," ignoring the fact that today's hip kid demands nothing less than...

REALISTIC

A little boy just like you built me way over in China!
Last year you threw a tantrum to get me!
Now, I'm crammed under your freakin' bed!
If you tickle me there, I'll have to report you!
TRY ME!
Press Tummy
TRY ME!
Squeeze Tummy
SESAME STREET
+18
Talking Elmo Loves You

I'd hate to give a speeding ticket to a fine lady like yourself. Maybe we can handle this another way, if you see what I mean...
Roger that, Unit 2. We'll meet you at the Jumbo Donuts at 0900!
POLICE
POLICE
Look at that, Jim. A car full of black guys. Let's pull 'em over!


Ambulance, shmambulance! I ain't movin' this rig until my lunch break is over!
Okay, watch for the cops while I drop this load of asbestos in the pond!
It's not illegal dumping if you don't get caught!
If you scabs wanna cross this picket line, you'd best be ready for an ass-kickin'!

TALKING TOYS!

PHOTOGRAPHER IRVING SCHILD

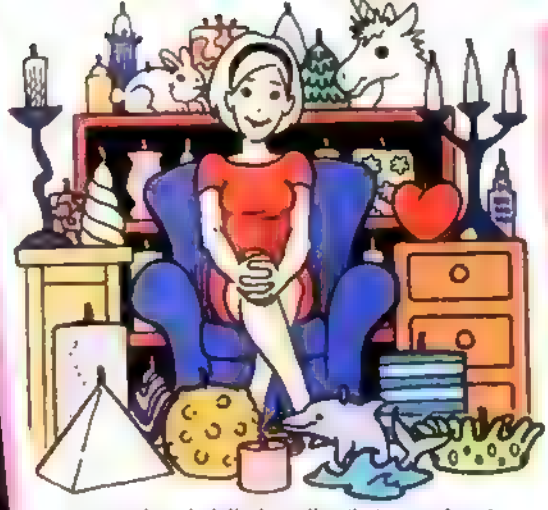
WRITER DARREN JOHNSON

Yes sir, I'm sure you have a valid complaint, so please stop urinating on the beverage cart and let's talk about it!
JUMBO JET
LAX, we've got a hostage situation up here! Several armed terronsts have taken — AUUUUGGGHH!
If the boy in seat 14D will kindly turn off his Game Boy, we'll regain computer navigation and get out of this tailspin!

Who threw that?
What are you kids smokin' back there?!
Put the gun down, Jimmy, and we can work it out...
I served in 'Nam, damnit! I don't need this crap!

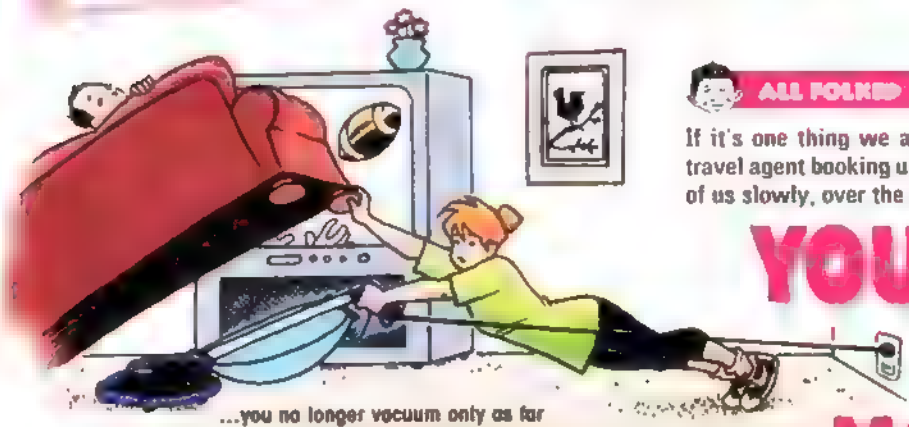
The next time that purdy boy Jeff Gordon tries to pass, I'm gonna ram his fool head into the gawddang wall!
I spun into the wall! Sweet Jezus, I cain't feel mah legs!
Hey, Sparky, wuz that my rear axle that jest flew into the crowd and decapitated that guy?
Sumbuddy git the jawz o' life!
NASCAR RACER
Ages 4+
Wireless Remote
Alarm
Engine Start
Chassis Lift
Braking
NASCAR RACER
ALL BATTERIES INCLUDED

...you find yourself running your finger through the dust on somebody's end table and having a hard time holding your tongue.



...your place is full of candles that you refuse to light because they're "just for decoration."

...you have a purse full of tissues immediately ready for anybody who might need one.



...you no longer vacuum only as far as the power cord reaches.

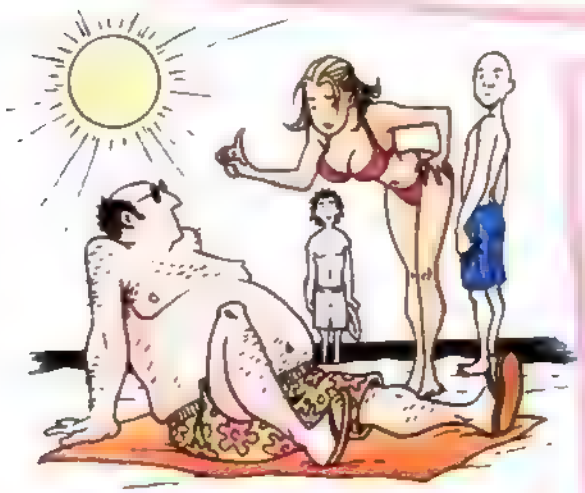
ALL FOLKED UP DEPT.

If it's one thing we all fear, more than accidental dismemberment, more than a travel agent booking us on an AirTran flight, more than death itself, it is the thought of us slowly, over the years, turning into our parents. Yet it seems that generation

YOU'VE OFFICIALLY BECOME YOUR MOTHER WHEN...

...you start fancying up your spare roll of toilet paper with macramé covers.

...you lick a napkin and wipe somebody's face with it.



... you tell a stranger on the beach that "you better put on sunscreen."

...you speculate that someone is coming down with a cold after one sneeze.

...your new manicure loses out to your dislike of dirty dishes.

..your description of someone else's bedroom includes the phrase "hit by a tornado."

...you want a leaf blower for Christmas.

..you don't crack jokes when the *Today* show runs footage of Katie Couric's colonoscopy

after generation, no matter how vigilant, eventually succumbs to this horrible fate. What can be done? Ultimately, not much But you can postpone the ugly day as long as possible by being on the lookout for these telltale warning signs

YOU'VE OFFICIALLY BECOME YOUR FATHER WHEN...

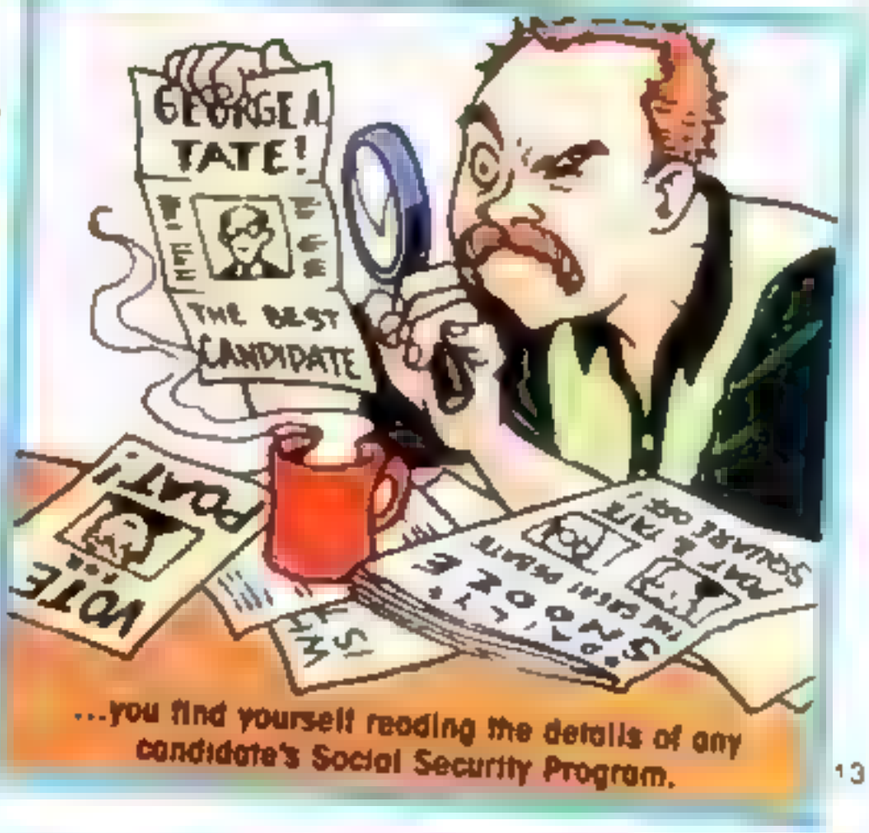
...the only thing you think about during a three-week tour of Europe is getting home to your own bathroom.

...you lecture someone that they shouldn't smoke, with a cigarette in your mouth.

...you cut that little stretch of grass that borders your house and your neighbor's without being asked.

...you let somebody else drive you — in your car.

...the car stereo volume goes down and the TV volume goes up.



...you find yourself reading the details of any candidate's Social Security Program.

ARTIST AMANDA CONNER WRITER BUTCH D'AMBROSIO

RAP MUSIC

MAD has always had its finger up the pulse of popular music (so to speak). From Sinatra to Snoop Dogg, we've boldly prognosticated the next moves of the industry's biggest stars long before they made them! For example, er...well, nothing comes to mind right now. But trust us! Our finger remains steadfastly up the pulse, the very pulse to which we previously referred. Therefore, it is with great confidence that we announce our...

Dr. Dre will receive an honorary Ph.D. and shall henceforth be known as "Dr. Dr. Dre."

Jay-Z will attempt to write off all of his boozing, whoring and partying as a "Keepin' It Real" business deduction on his federal income taxes. The IRS will disallow the booze.

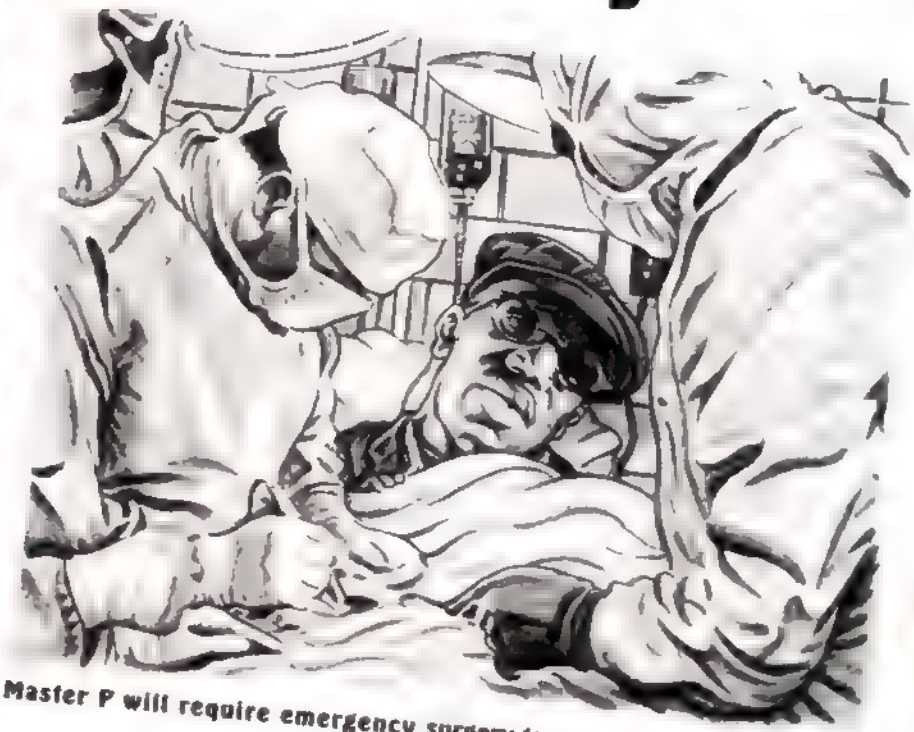
The "white kids acting black" trend will come full circle in a really disturbing way when black kids start acting like Eminem.

While making an ass print at Mann's Chinese Theatre, Lil' Kim will defiantly reject criticism that her act is "nothing but T&A."

PREDICTIONS for the Coming Year

ARTIST: DREW FRIEDMAN WRITER: ARIE KAPLAN

Will Smith will realize he's totally sold out when, at a product licensing meeting with his "peeps," he approves a Bagger Vance lawn jockey.



Master P will require emergency surgery to repair a "fractured dilly-o."

Method Man of Wu-Tang Clan will be shot to death in a turf war while fighting with Busta Rhymes of the Flipmode Squad over who's "the better paranoid superhero rap group with quasi-mythological overtones and delusions of grandeur."

RAP MUSIC PREDICTIONS for the Coming Year

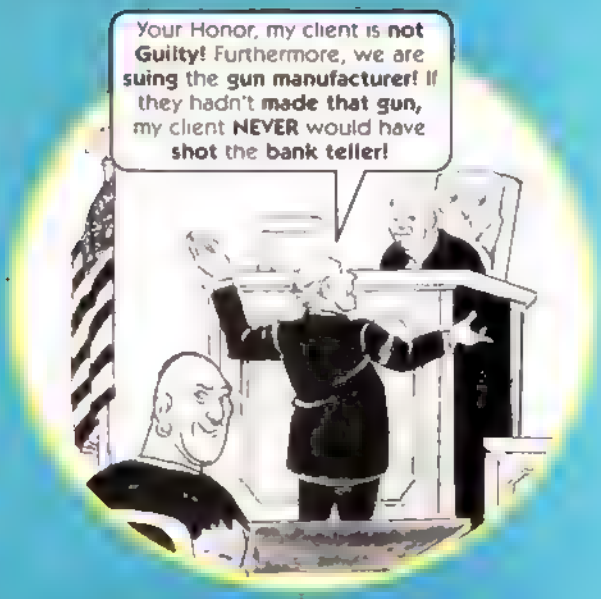
After the Cash Money Millionaires declare bankruptcy, a judge will order the group to raise money to pay off their creditors by melting down and selling their gold teeth. They'll fall one molar short of solvency.

At a Sotheby's auction, Snoop Dogg will buy Louis Armstrong's trumpet for $350,000 and display the historic instrument in his palatial mansion, where members of his posse will promptly turn it into an off-the-hook bong.

Puff Daddy will sweep the Grammys; however, during his acceptance speech, he'll obnoxiously sample Sting's acceptance speech from 1983, then demand an extra Grammy in honor of Biggie, and will finally be escorted out after shooting a backup dancer for making eye contact with Jennifer Lopez.

THE LIGHTER SIDE OF...

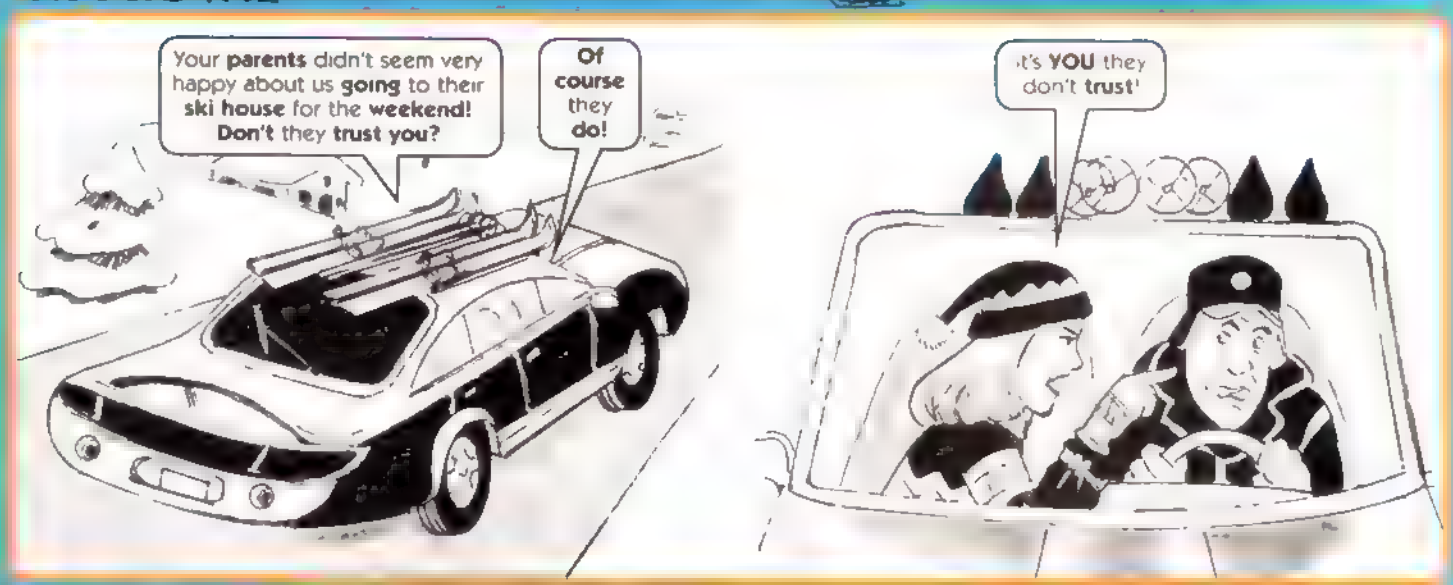
JUSTICE


Your Honor, my client is **not Guilty!** Furthermore, we are **suing** the **gun manufacturer!** If they hadn't **made that gun,** my client **NEVER** would have **shot** the **bank teller!**

MISTAKES

ARTIST AND WRITER: DAVE BERG

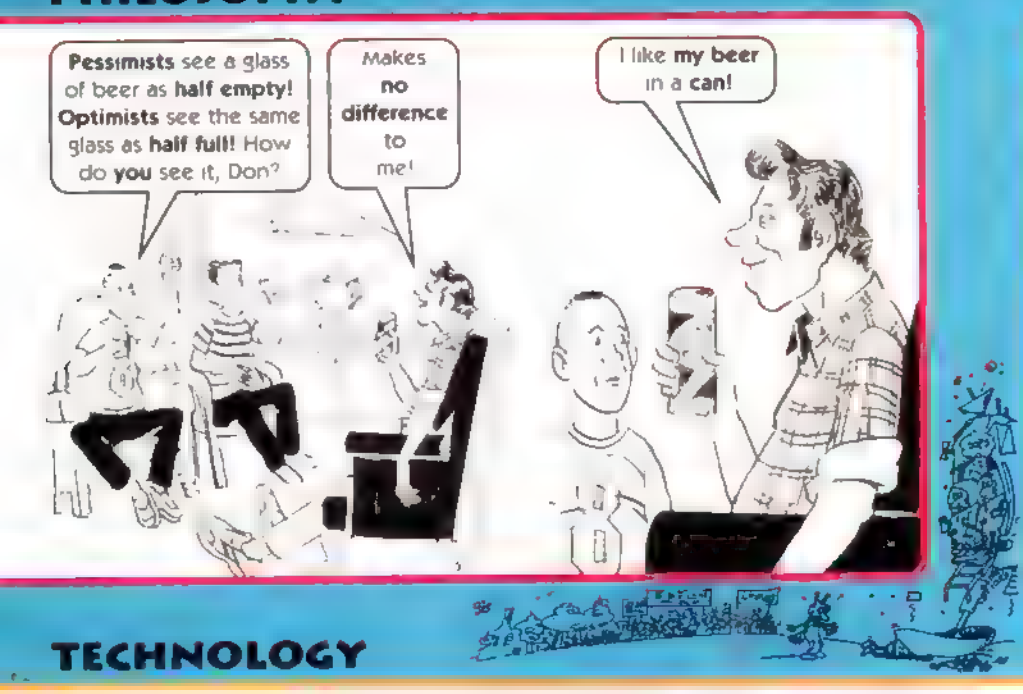
APPROVAL


Your **parents** didn't seem very happy about us **going** to their **ski house** for the **weekend! Don't** they **trust you?**
Of course they **do!**
It's **YOU** they don't **trust!**

AMBITION

What did your **guidance counselor** tell you?
That if I really **work hard** and focus on my **studies,** I could be a **millionaire!**
Geez, that sounds like a **lot of effort!**
Yeah, I don't want to **BE** a **millionaire...**
I just want to **live like one!**

PHILOSOPHY


Pessimists see a glass of beer as **half empty! Optimists** see the same glass as **half full!** How do **you** see it, Don?
Makes **no difference** to me!
I like **my beer** in a **can!**

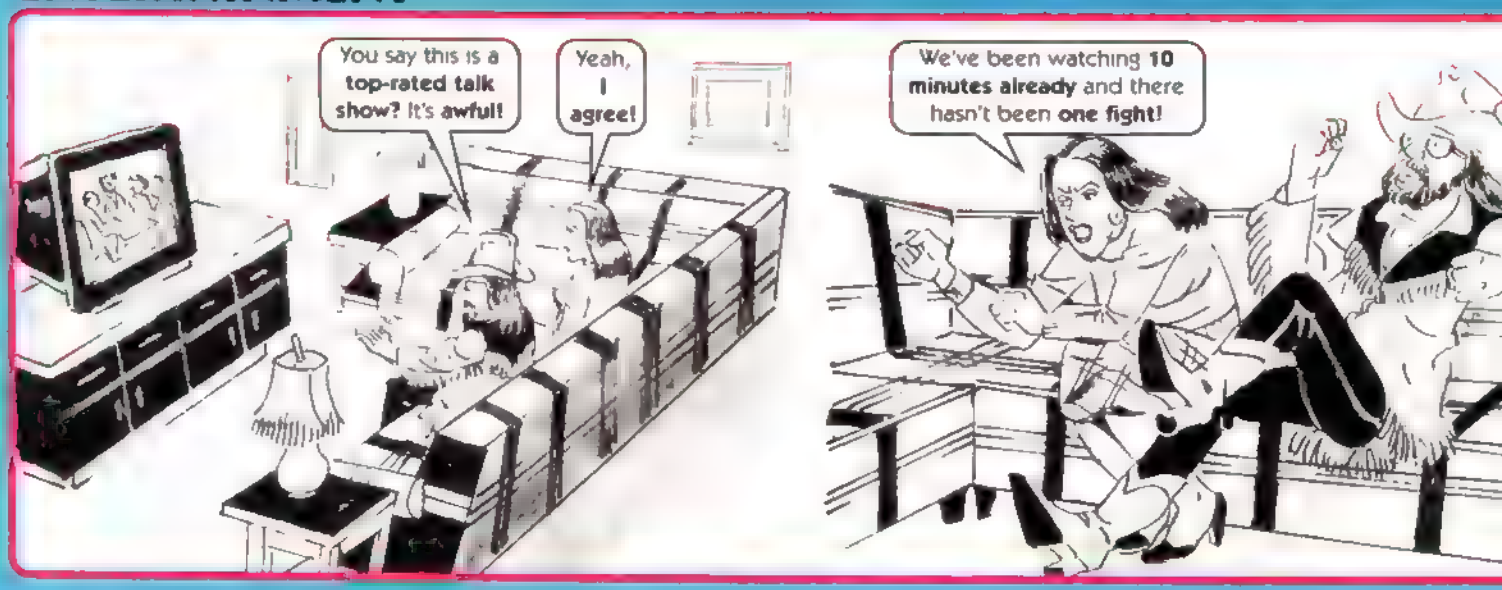
POLITICS

Senator, my **social club** would like to have you as a **guest speaker** on the **subject** of **free speech!**
It would be **my pleasure** to **talk** about **free speech...**

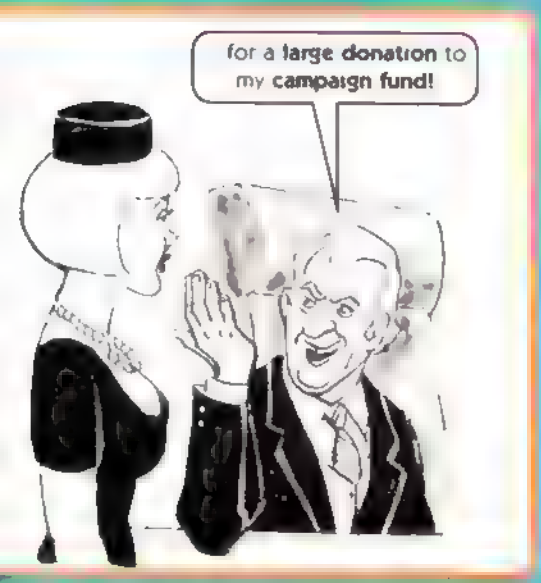
TECHNOLOGY

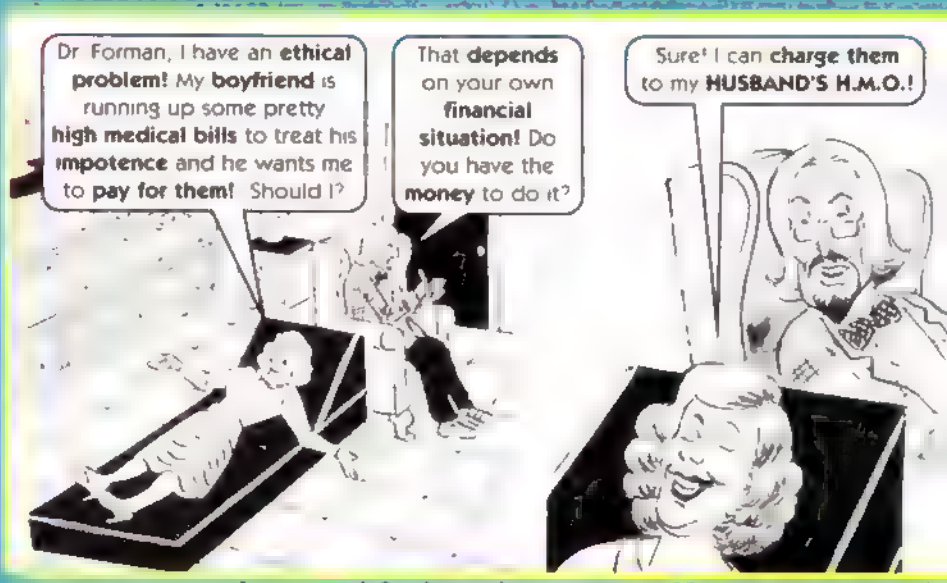
Okay, Mom! I'm here at the **produce department** where the **melons** are **stacked!** Now what? Let me get this **straight** — you want me to pick out one that **looks nice** and ripe and **thump it?**
That one **sounds good** to me! **Buy it!**

ENTERTAINMENT


You say this is a **top-rated talk show?** It's **awful!**
Yeah, I **agree!**
We've been watching **10 minutes already** and there hasn't been **one fight!**

THERAPY




Dr. Forman, I have an **ethical problem!** My **boyfriend** is running up some pretty **high medical bills** to treat his **impotence** and he wants me to **pay for them!** Should I?
That **depends** on your own **financial situation!** Do you have the **money** to do it?
Sure! I can **charge them** to my **HUSBAND'S H.M.O.!**

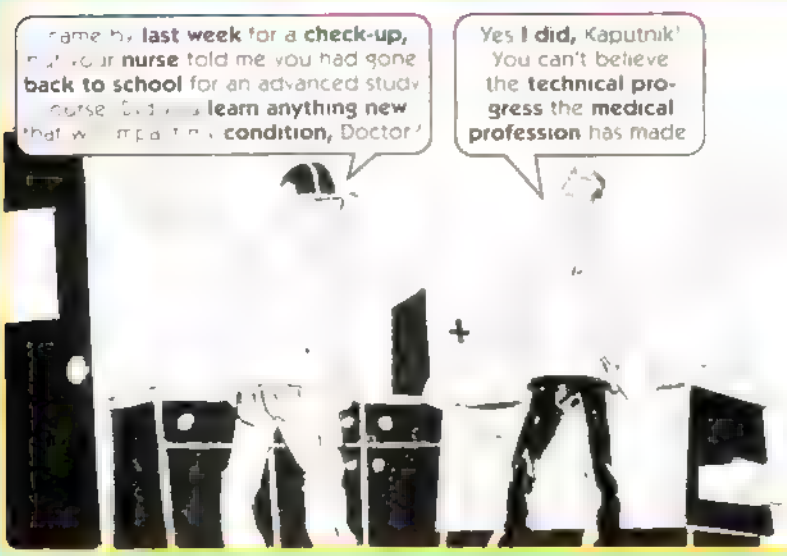
NEATNESS

Oh my God! Look at this **room!** It looks like a **tornado** has been **through it!**
I just **did** what **you said!**
You told me not to leave any clothes **on the floor!**

THE OFFICE

TRADEOFFS

DOCTORS


...came by **last week** for a **check-up,** and your **nurse** told me you had gone **back to school** for an advanced study course. Did you **learn anything new** that will help with my **condition,** Doctor?
Yes **I did,** Kaputnik! You can't believe the **technical progress** the **medical profession** has made

One Fine Day along the Yellow Brick Road

♪ We're Off to See the Wizard . . . ♪
yap yap yap!
Why is Toto barking, Dorothy? Does he sense the Wicked Witch is lurking about?
Oh, no, Scarecrow- that's Toto's HUNGRY bark! He must be hungry!
Come to think of it, I'm pretty famished myself! We haven't eaten for the longest time!

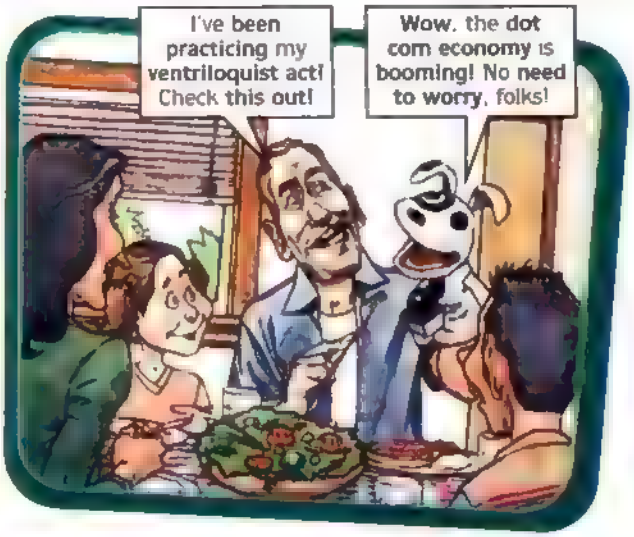
ARTIST: JAMES WARHOLA WRITER: MICHAEL GALLAGHER

REJECTED REALITY TV SHOWS

It's been said that imitation is the sincerest form of flattery. In television, however, it's the sincerest form of not having an original idea and stealing someone else's! Never has this been more painfully obvious than in the dreadful glut of reality TV shows the networks are currently serving up. But as hard as it is to believe, the networks do in fact have standards, and for every crappy reality show that's on the air, there are dozens (if not hundreds!) of even crappier ones that you never hear about, like these...

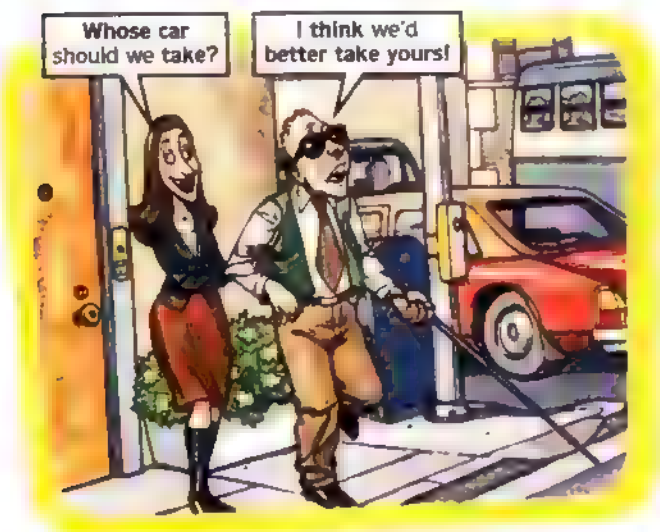
Betty Ford's TEMPTATION Island

Twenty-six people with former substance abuse problems travel to a plush Caribbean rehabilitation center to test and explore the strength of their recoveries. The rehab facility employs a novel approach to treatment: drugs and alcohol are made easily accessible to patients, and "supervisors" are college co-eds enjoying a tropical spring break vacation! Can the contestants successfully navigate the waters of temptation and overcome their addictive personalities? Or, will they succumb to their old ways — you know, like Robert Downey Jr. and Matthew Perry?



The 2000 House

Travel back in time with PBS's *The 2000 House*, which "transports" a modern family back to life the way it was in the year 2000. Part documentary, part fantasy, this new series offers an eye-opening account of how the typical American family really lived at the turn of the century. Viewers will reflect on how scientific and technological advances have changed our lives since December, and how life was simpler and easier before the economy took a serious nosedive and it was no problem downloading copyrighted songs off Napster.



Legally blind date

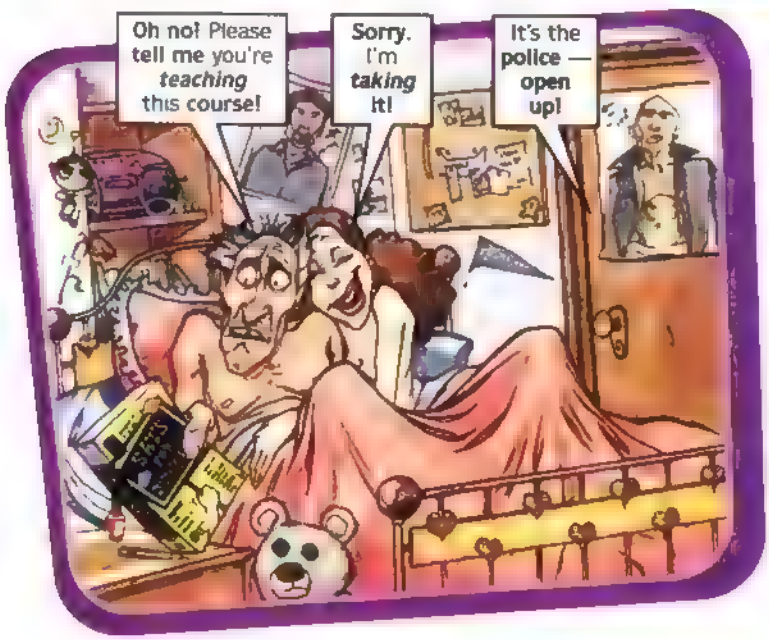
Two unattached strangers are brought together for a first date to be documented by a film crew. But there's a catch: one of the two is legally blind, and the other hasn't been warned in advance! The awkward pauses, faux pas, abject humiliation and very real potential for serious injury are complicated by the handicapped status of one of the participants. *Legally Blind Date*'s resident shrink, Therapist Joe, comments on what's happening during the date. (*Legally Blind Date* is closed-captioned for the hearing impaired.)

ARTIST: HERMANN MEJIA WRITER: GREG LEITMAN

WHO WANTS TO MARRY LARRY KING?

Fifty desperate women try to impress CNN's Larry King enough to inspire an on-air proposal. King draws on experiences from his seven marriages (two to the same woman!) to help narrow the field down to five lucky finalists, who dress up in wedding gowns for further humiliation. At the end of the special, King divorces his current wife to marry the winner, then has the marriage annulled and marries each runner-up. Also, King interviews three Nobel scientists on the destructive power of nuclear weapons and the ever-growing threat of nuclear annihilation, plus special guest Heather Locklear

Sixteen Yuppies give up all their worldly possessions and are thrust onto the mean streets of New York as homeless people. Contestants compete in a grueling battle of endurance, facing challenges such as "Beg For Change," "Eat Stale Bread Out Of A Dumpster" and "Urinate In Public." Each week, they gather in an abandoned subway tunnel for Tribal Council and whoever doesn't show up is presumed dead from starvation, frostbite or disease. Dead contestants are eliminated from future episodes, and the cast peters out until only one bedraggled societal dropout is left to claim the grand prize — a hot meal and a bed for one night! Unlike the original *Survivor*, in this show the rats eat the people!



JAIL Bait

Over the course of three nights, a male contestant dates three lovely, promiscuous single women. All three stunners are dead-set on showing him a very good time, but there's a catch — one of these temptresses is only 16 years old! Can the contestant correctly identify which young lady is just a little too young? Will he still fall prey to her considerable wiles and wind up doing time in prison? At the end of each episode, a sheriff's deputy reads off the women's birth dates — and if necessary, the Miranda warning!

SPY
TIME
PLACE
TIME MACHINE
E=MC²
TIME
ONE WEEK AHEAD
PLACE
WHITE SPY LAB
?!
TOP SECRET
Page 1
SEE PAGE TWO FOR FINAL
INSTRUCTIONS

SPY

ARTIST AND WRITER PETER KUPER

There's nothing as pure and sacred to a boy as cable television. It's there he can escape into the fun-filled world of lunatics with camcorders! It's...

MONROE and...

"JACKASS"

ARTIST: BILL WRAY WRITER: ANTHONY BARBIERI

JOLINDA! I WAS JUST SAYING THAT EXACT THING, I MEAN. NOT "DO HIM" EXACTLY... BUT, JH. HOW COOL HE IS!

WHEN A GUY IS WILLING TO VIDEOTAPE HIMSELF GETTING ENEMAS AND WEIRD STUFF IT MAKES ME TOTALLY HOT!

WHOA!

MOM, I NEED TO BORROW THE VIDEO CAMERA!

FORGET IT, YOUR DAD HAWKED IT.

DAMN!

I SWEAR, WHEN ARE YOU GONNA DEVELOP AN OEDIPUS COMPLEX ALREADY AND KNOCK OFF YOUR OLD MAN!

IT'S SIMPLE. WE GO OUT TO THE OLD TOXIC WASTE DUMP AND I'M GONNA LAY IN A PILE OF ASBESTOS AND TAR AND FEATHER MY 'NADS!

I THINK YOU'RE LOSING IT, MONROE

DUH I'M NOT REALLY GONNA DO IT! BUT WITH THE RIGHT ANGLE AND LIGHTING WHO WILL KNOWP

TONY B's JUNK YARD

OKAY, LET ME JUST FOCUS AND.. ACTION!

HI, FOLKS, MONROE HERE TODAY, I'M GOING TO TAR AND FEATHER MY MOST PRIVATE OF BODY PARTS—

—WHILE I LAY ON THIS BED OF ASBESTOS! HERE GOES THE TAR

OOOW! EASY WITH THE FAMILY JEWELS, DR FEELBAD

THE NEXT DAY, CROSSTOWN.

LOOK AT WHAT MTV HAS DONE THIS IS OUTRAGEOUS!

YES, CONGRESSMAN BARRIS. THAT POOR BOY

WHAT BOYP I'M TALKING ABOUT THEM GIVING ANDY DICK HIS OWN SHOW!

YES THAT IS TERRIBLE, BUT I MEANT THE BOY WHO HURT HIMSELF COPYCATTING THAT JACKASS SHOW

"HURT," HUH? WARM UP THE LIMO IT'S TIME FOR SOME AGITATING.

MONROE

HEY, MONROE, YOU HAVE A VISITOR.
HELLO, YOUNG MAN. MY NAME IS CONGRESSMAN BARRIS AND I'M APPALLED AT THIS TRAVESTY.
LOOK, BUDDY, HE'S TOO YOUNG TO VOTE, SO SAVE THE CAMPAIGN SPEECH.
HA-HA. I'M NOT HERE FOR YOUR SON'S VOTE, SIR. I'M HERE BECAUSE PARENTS LIKE YOU ARE SICK AND TIRED OF DANGEROUS CABLE TV.
YOU'RE DAMN RIGHT. I NEARLY BROKE MY NECK CLIMBING THE TELEPHONE POLE TO HOOK IT UP.
ER YES, WITH YOUR HELP, WE'RE GOING TO PRESSURE MTV TO CANCEL JACKASS
WAIT! WHAT'S WITH THE TV CAMERA?
THIS IS WHAT WE CALL A PHOTO OP. NOW SMILE!
AS THESE GRUESOME PHOTOS ILLUSTRATE, "JACKASS" PROVIDES AN UNHEALTHY EXAMPLE TO THE YOUNG PEOPLE OF TODAY
AND WITH THAT CLOSING STATEMENT, CONGRESSMAN BARRIS HOPES TO PUT AN END TO THE INCREDIBLY POPULAR PROGRAM "JACKASS" AND THAT'S ONLY THE BEGINNING.
HEY DILLWEED, THAT'S FOR TRYING TO GET JACKASS THROWN OFF THE AIR!
WAK!
OWWW I DIDN'T MEAN TO!
HEY, MONROE, YOU MADE ME MISS MY EGG OPENING.
I'M SORRY, WALTER.
PEP PEEP
THAT'S OKAY. I ENDED UP SELLING A BUNCH OF COPIES OF YOUR VIDEO!
REALLY?!
YEAH! HERE'S HALF THE MONEY!
HI, JOLINDA. SO, DID YOU SEE MY VIDEO? I SURE WAS IN A LOT OF PAIN AND ALL.
YOU SUCK, MONROE BECAUSE OF YOU AND THAT DUMB CONGRESSMAN, MY FOLKS TOOK THE TV OUT OF MY ROOM!
THAT SUCKS!
OWWW
WAK
NOW I'M FORCED TO GET ALL MY HARDCORE VIOLENCE OVER THE INTERNET. I'VE ONLY GOT A 56K! YOU HEAR ME? A 56K! DON'T EVEN LOOK AT ME LOSER!
OH, THE PAAAIN!
BILL WRAY

A recent poll of MAD readers revealed that more single men aged 8-34 buy this magazine than watch the Super Bowl, Nascar racing and WWF wrestling COMBINED! (We also think our pollster was off by half a dozen decimal places, but that's another story!) We mulled over these statistics and realized the group most eager to reach this vast audience of single men were single, desperate women! Therefore, as a service to our young, masculine, bursting-with-testosterone readership, we present a new feature...

MAD'S PHOTO PERSONALS GALLERY

AGNES 27 year old placebo addict seeks man who will dress in a Ronald McDonald outfit and read me knock-knock jokes in order. Serious inquiries only. BOX 519

TAMEKO I live in Thailand but I learn much about America from TV and movies. Seek man to share car chases, foo animated coyotes and save planet from strange-looking hostile aliens. BOX 555

ANNANINA I'm a busty college student majoring in lust! (With a minor in hydroelectric engineering.) This is an actual recent photo of some other woman. BOX 234

ALBA Professional mind-reader. I'm looking for an intelligent man who — hey, get that filthy thought out of your head, pervert! BOX 218

KARRAYL Lonely widow seeks caring, mature man. Of course, you can never take the place of my departed husband. Not in a million years. What a great man he was. Truly a man among men. And oh, the times we had together! On second thought, never mind. BOX 187

ROSALINDA Obsessive compulsive beauty, 25, with lots of love to give between hand washings. I wash my hands 250 times a day. Always with the freakin' hand washing. Can you possibly forgive me for all the evil I have done? BOX 743

PERSONAL OF THE MONTH

CANTATA I'm discerning and choosy with discriminating tastes. Desperate for anything with a "Y" chromosome for long or short-term relationship. Vices and bad personality okay. BOX 916

PHOTOGRAPHER: IRVING SCHILD WRITER: JEFF KRUSE

MAD'S PHOTO PERSONALS GALLERY

MONICA Okay

ELYSIA

ASTRID I'm looking for a cute honest man who can make me laugh which shouldn't be too difficult for you considering the massive amount of anti depressants I take BOX 550

NANCY Department Store

MARLENA 26 6 2 120 lbs I am a quiet sweet caring person unlike my scary alter ego Sondra I swear that evil bitch never shuts up BOX 104

VERONIQUE

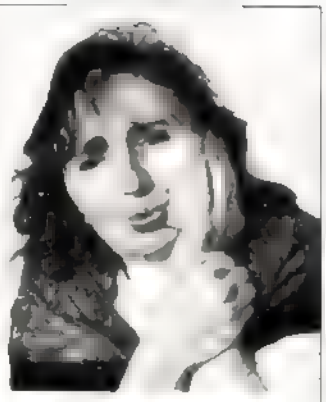
KIARA If you're looking for a petite brunette montessori bee keeper who lives in a trailer park I'm your dream come true I'm a non smoking non drinking vegan except for the occasional dolphin taco platter BOX 119

KALIMARI

TOOTIE

PERSONAL OF THE MONTH

THALIA I'll take you on the absolute widest ride of your life So wild that you will get nauseous and vomit all over yourself BOX 967



TERESA I'm a bright, high-energy people person. The left side of my face is red and swollen from the jai alai incident. Seek honest, humorous man who loves jai alai. BOX 257

PERSONAL OF THE MONTH

MARIA-JUANITA 5'5", 115 lbs., college grad. I'm looking for a man to share my hobby of collecting potatoes shaped like other things (I have one shaped like a yam!) BOX 907

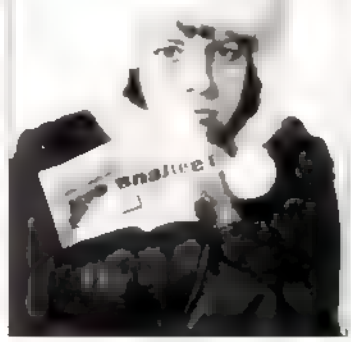
WANDA I know EXACTLY what I want in a man. You must be 6'1", have blue eyes, red hair, a 17 1/2 inch neck, a cleft chin, a barely perceptible lisp and a middle initial that's a vowel. Do you have what it takes? Send note on 5½" x 7½" stationery ONLY! BOX 909

KYLIE There once was
a poet named Kylie
Whose limericks made
people smiley
She'd get to line four
then walk out the door
Because I really lose interest in
whatever it is I'm doing once my
attention deficit disorder kicks in.
Maybe that's why none of my
relationships has lasted more
than six months. BOX 851

MARGERY 5'9", 100 lbs. I have a 300+ IQ and $40 billion in Swiss bank accounts. Inventor of the inside the egg scrambler, discoverer of New World. Seeks honest man. BOX 447

HAZEL 24, gorgeous, loves soap operas. I'm looking for an open-minded man, 35-50, preferably a doctor with a dark secret in his past. Must not have an evil twin, suffer from amnesia or still seeing that bitchy sister of Grant's long-lost uncle. BOX 214

MARINA I'm a Russian citizen visiting the U.S. Looking for non-patriotic American male to share long walks, good times, military secrets and nuclear weapons technology. Divorced types O.K. BOX 918



SONDRA 26, 6'2", 120 lbs. I am an aggressive go-getter unlike my wimpy alter ego Marlena. I swear, that mousy chick is such a dweeb. BOX 104

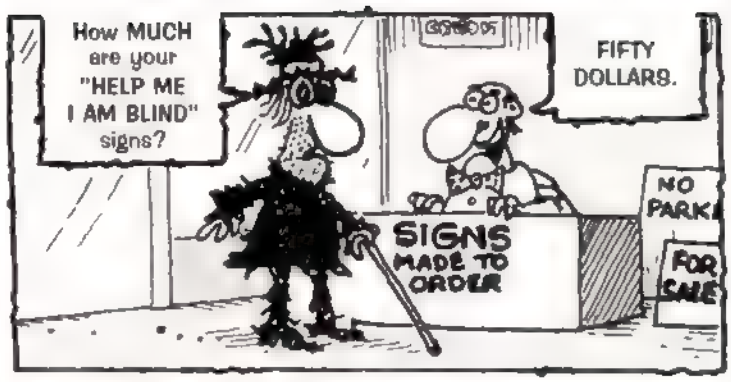
JOLYNDA Let me show you that I am more than just a royalty-free clip art image from the Corel Gallery Photo Library. BOX 607

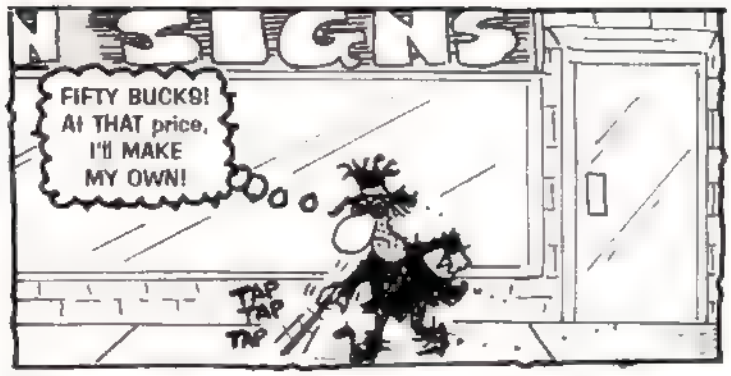
TALANA I've led a miserable poverty-filled life. Seek caring, patient man who will listen to my tragic story of personal pain and intense agony for hours on end every day. Enjoys volleyball and dancing. BOX 848

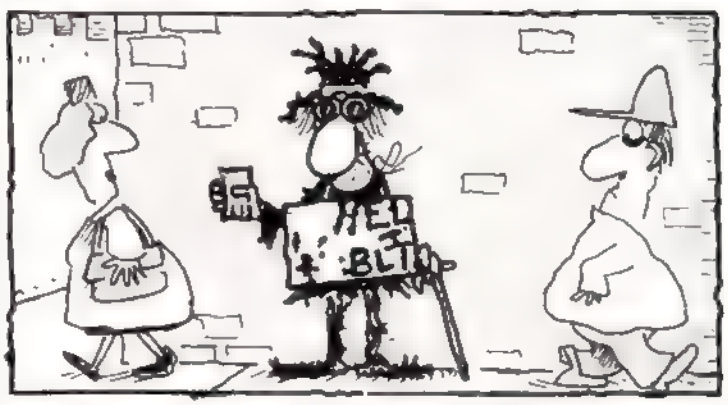
ZOMITA Recently divorced for tenth time. Seeking man who values loyalty, commitment and devotion above all else. BOX 38

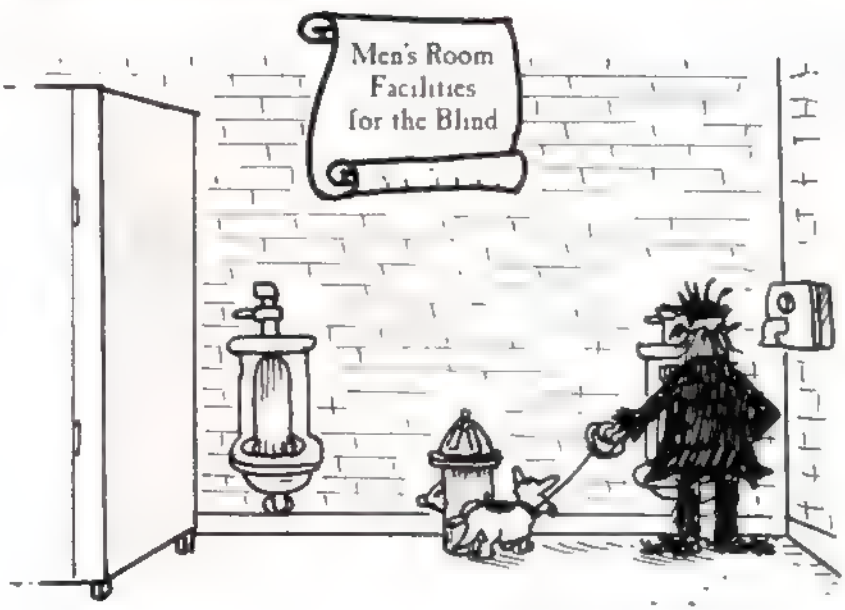
BLIND MAN'S FLUFF

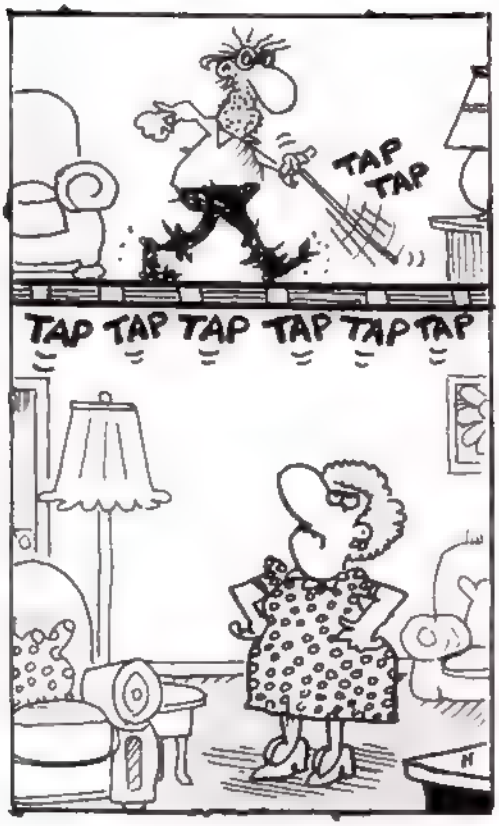
ARTIST AND WRITER DUCK EDWING





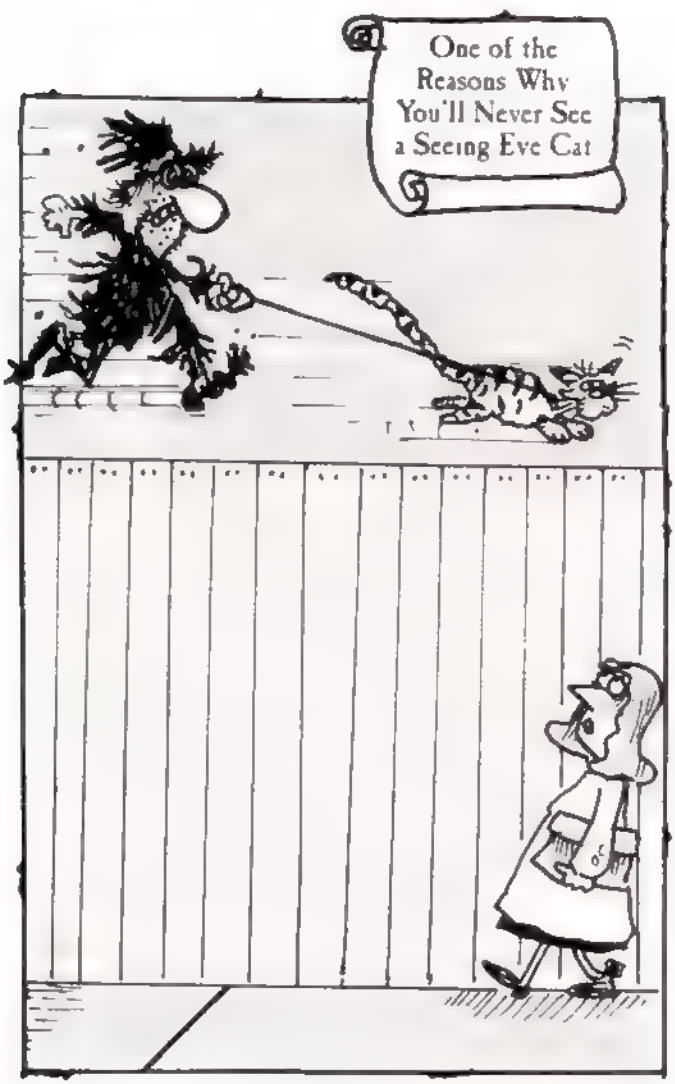





TAP TAP
TAP TAP TAP TAP TAP TAP

TAP
BAM BAM
BAM BAM

It starts off TAPPING SMOOTHLY, then a series of LOUD BAMS kick in!
CANES INC.
?


One of the Reasons Why You'll Never See a Seeing Eye Cat

Do you have any "HELP ME I AM BLIND" signs?
You're in LUCK! I have one READY MADE! It's only TEN BUCKS!
SIGNS
TAP TAP TAP
FOR RENT

JOE'S PLACE
SIGNS
TODAY LUNCH SPECIAL
EAT AT JOE'S

Ah, summer! Nothing to do but lay around all day having fun and living it up! Actually, summer hasn't been like that since the sixth grade! Now, if you want to live that carefree grade school lifestyle, you'd better get a job and get some money first. But to get a job, you have to apply – and that means you have to answer a bunch of excruciating questions. You'll quickly realize that "male/female?" is just the tip of the iceberg after you've seen...

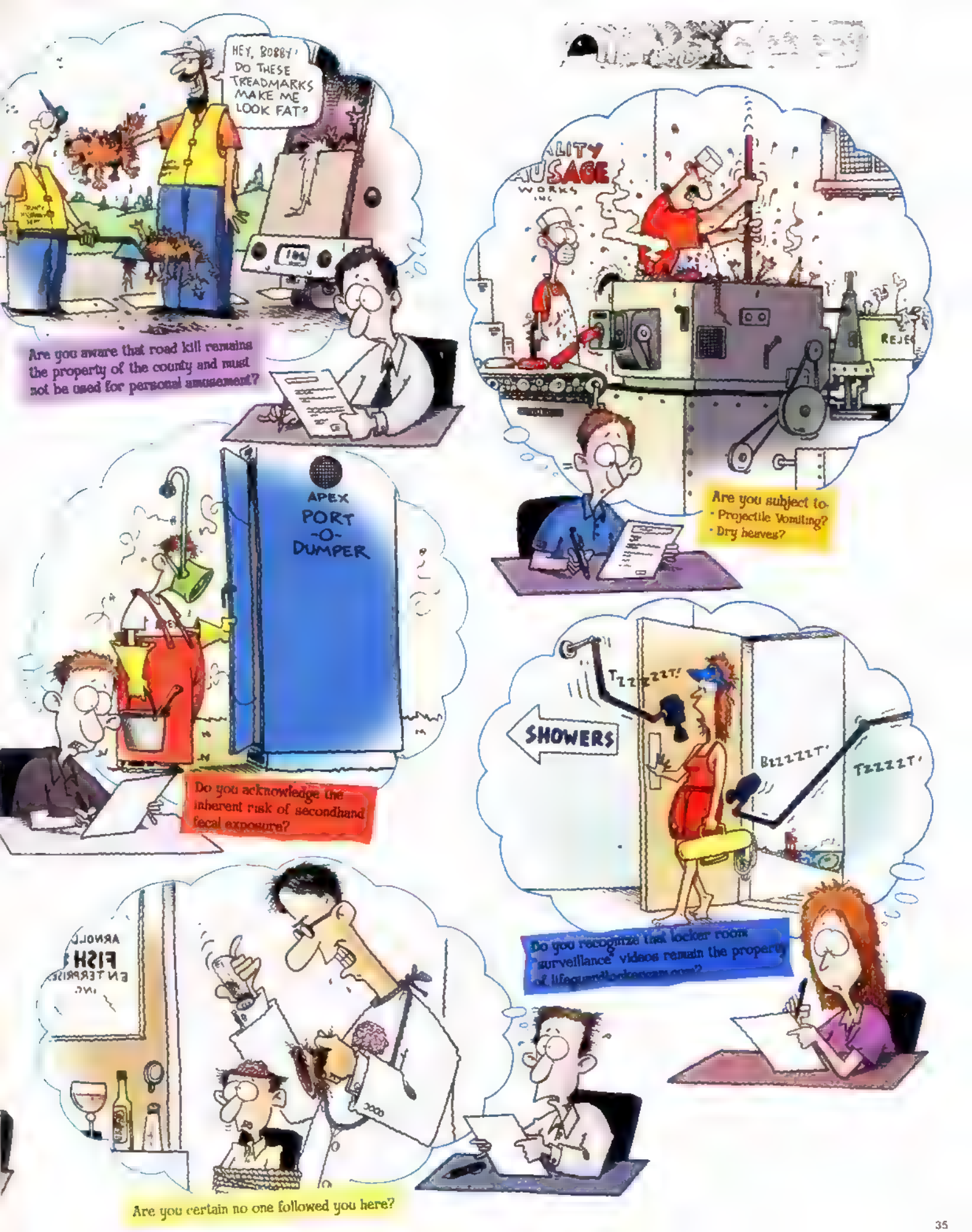
Questions You Never Want to Be Asked on a SUMMER JOB APPLICATION

Do you understand that any damages to surveillance equipment while being worn will be deducted from your paycheck?

Do you have a working command of the fetal position?

How did you hear about us?
- Exercise yard scuttlebutt
- From a fellow caring
- White supremacist chatroom
- Other: _____

ARTIST AND WRITER: JOHN CALDWELL COLORIST: DIGITAL CHAMELEON


HEY, BOBBY! DO THESE TREADMARKS MAKE ME LOOK FAT?
Are you aware that road kill remains the property of the county and must not be used for personal amusement?
APEX PORT -O- DUMPER
Do you acknowledge the inherent risk of secondhand fecal exposure?
Are you subject to- · Projectile Vomiting? · Dry heaves?
SHOWERS
TZZZZT!
BZZZZT!
TZZZZT!
Do you recognize that locker room "surveillance" videos remain the property of lifeguardlockeroom.com?
Are you certain no one followed you here?

Questions You Never Want to Be Asked on a SUMMER JOB APPLICATION

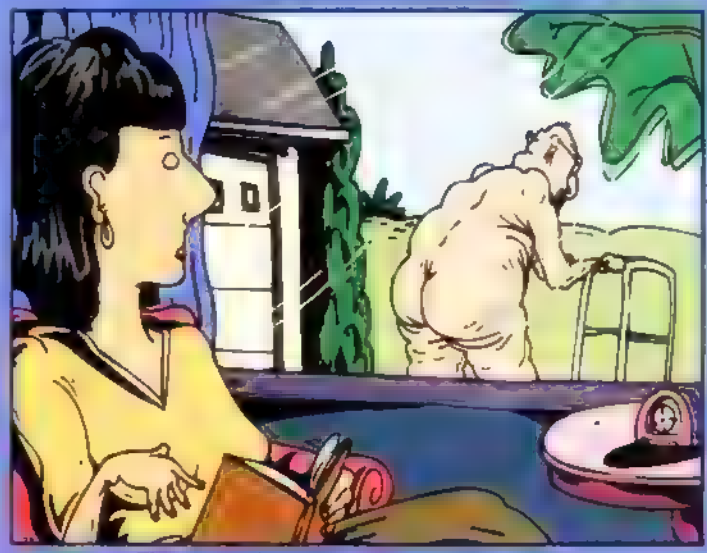
Are you at least 5'6" (the minimum state required height necessary for performing Clydesdale enemas)?
Are you familiar with the three warning signs of excessive radiation exposure?
CLUB WHATZIT
Do you have any prior experience "duct-taping" drag queens?
MAIL ROOM
Have you familiarized yourself with Company Brochure #701-B - "The Mandatory Daily Body Cavity Search and You"?

What do you do when a beloved family member gets too old to live at home? Well, you could just plunk 'em in a wheelchair and leave 'em at the local racetrack — but who needs the social stigma attached to abandoning a loved one at a place full of money-grubbing lowlife strangers? Especially when there's *another* place full of money-grubbing lowlife strangers where it's perfectly acceptable to park the old folks and forget 'em — namely, a nursing home! It's a difficult life transition, requiring extra sensitivity and caring. Which is why we're here to help with this handy reference tool...

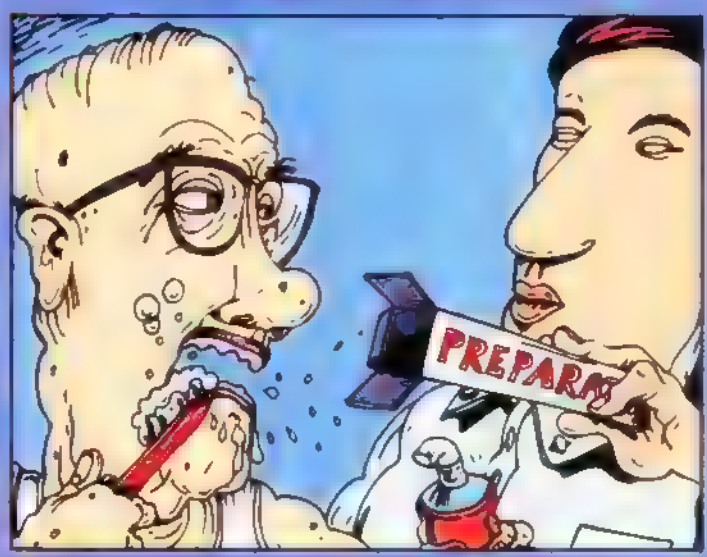
MAD'S COMPLETE GUIDE TO SHIPPING YOUR AGING RELATIVE OFF TO A NURSING HOME

ARTIST: KEVIN POPE
WRITER: MIKE SNIDER

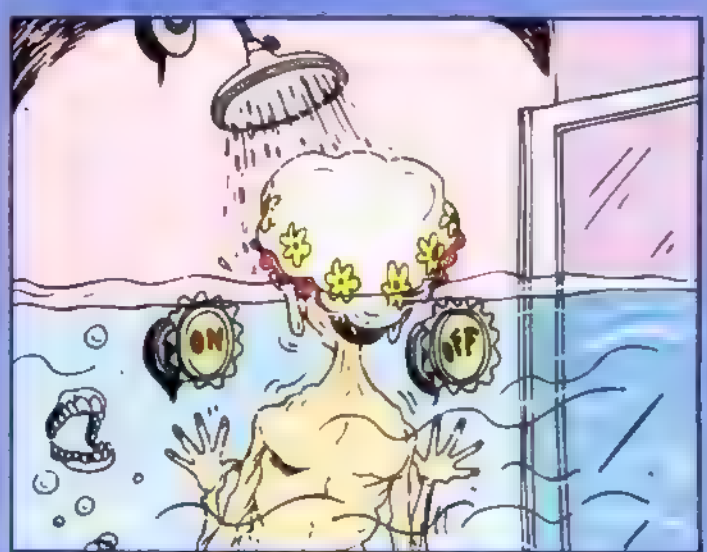
Advanced aging brings on behavioral changes. It is important to recognize some of the telltale signs that your loved one may be ready for a nursing home.



They keep forgetting things...like clothes.



You find them brushing their teeth with Preparation H — and they don't even have teeth anymore.



They're easily confused by mechanical instructions — such as "On" and "Off."

MAD'S COMPLETE GUIDE TO SHIPPING YOUR AGING RELATIVE OFF TO A NURSING HOME

Once the decision has been made to place a loved one in a nursing home, it is of paramount importance to select a good, reputable facility. Here are some things to look for to tell a good nursing home from a bad one:

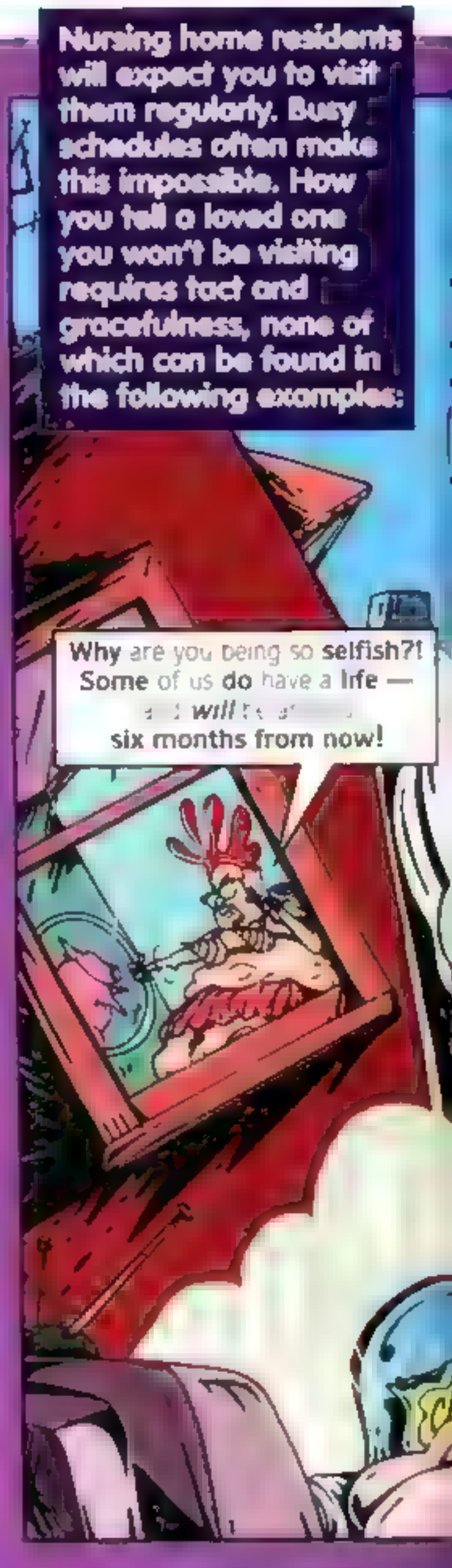
GOOD: If the first thing you see are the resident's colorful arts & crafts.

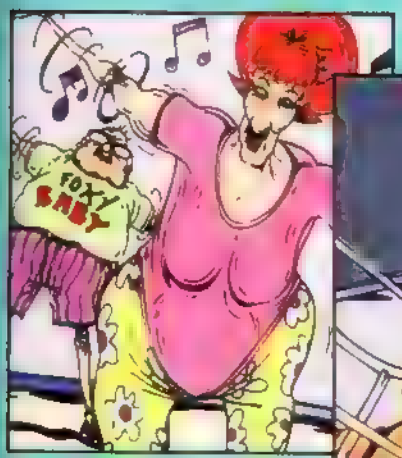
BAD: If the first thing you see are the resident's colorful bedsores.

When first dropping a loved one off at a nursing home, saying the right thing can make all the difference as to whether or not their experience gets off on the right foot. Here are some things not to say when you drop them off:

Wow! great place to get senile and wither away or what!
how much common
mom? incontinent.
incontinent.
Sure, tell me where will?
activities
time quickly dead know it!
Look, mortuary next door! convenient!

Nursing home residents will expect you to visit them regularly. Busy schedules often make this impossible. How you tell a loved one you won't be visiting requires tact and gracefulness, none of which can be found in the following examples:

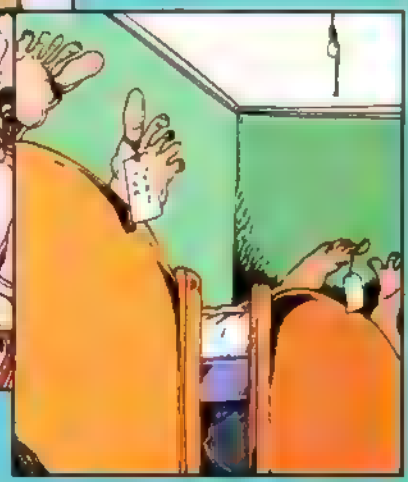




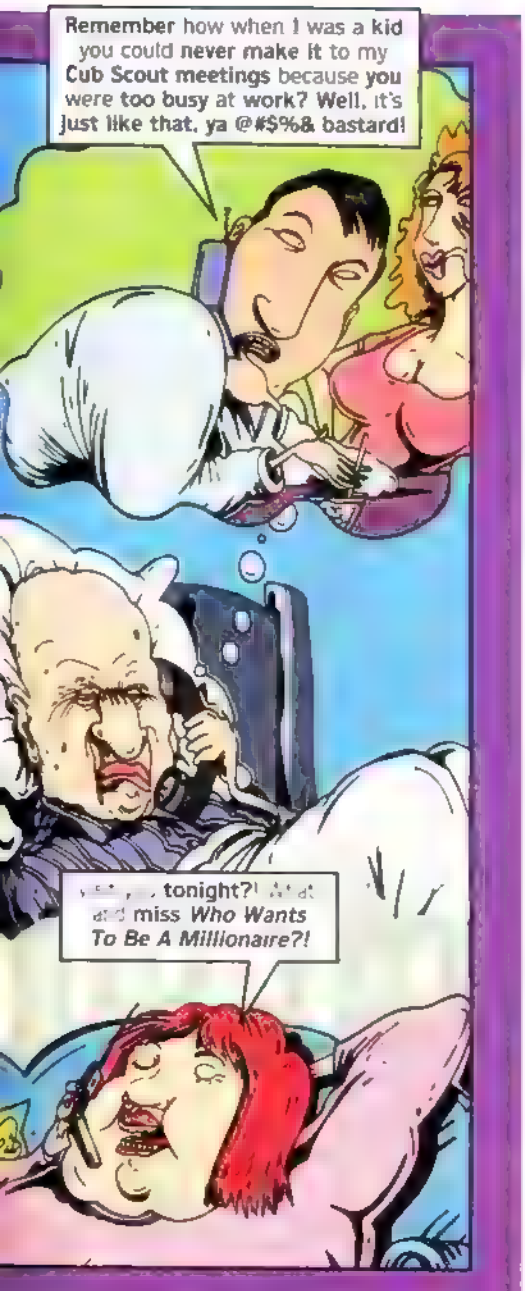
GOOD: If the physical activities include: dance, "Senior-obics," and shuffleboard.

BAD: If they're limited to: Falling down, breaking a hip, and lying there for three days.

GOOD: If every resident is prominently wearing a name tag.

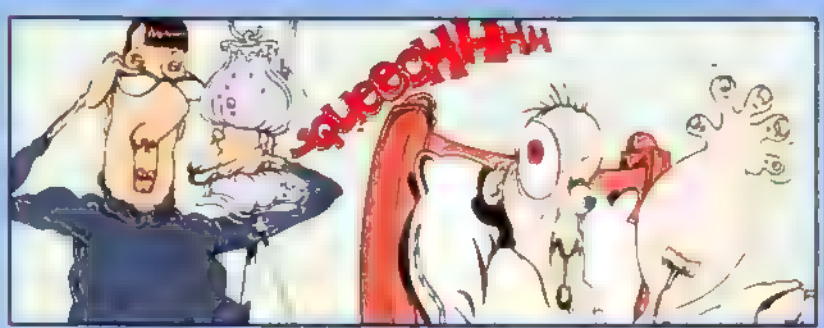


BAD: If every resident is prominently wearing a toe tag.


Remember how when I was a kid you could never make it to my Cub Scout meetings because you were too busy at work? Well, it's just like that, ya @#$%& bastard!
tonight?! miss *Who Wants To Be A Millionaire?!*

When you do finally break down and visit a loved one, it is important that you do everything in your power to make sure the visit is smooth and pleasurable. Therefore, you'll probably want to avoid these nursing home faux pas:

Don't call attention to a loved one's infirmities and incapacities.



Don't fiddle around with the tubes, catheters and bags attached to the resident — unless you're 100% positive what they're for.

Don't engage in "one-upmanship" with other residents.

MAD'S COMPLETE GUIDE TO SHIPPING YOUR AGING RELATIVE OFF TO A NURSING HOME

When visiting a loved one, it is often difficult to understand what they are saying to you. This is frequently caused by reactions to their medications, which cause them to talk gibberish. Or, it may be due to their lack of teeth. Or both. This handy chart should help you translate the most commonly uttered gibberish.

Translation: **This is the thanks I get for raising you? May you rot in hell!**

Translation: **That big aide named "Bubba" does strange things to me at night...and I love it!**

Translation: **Why in Jesus, Mary and Joseph's name did I vote for Adlai Stevenson?!**

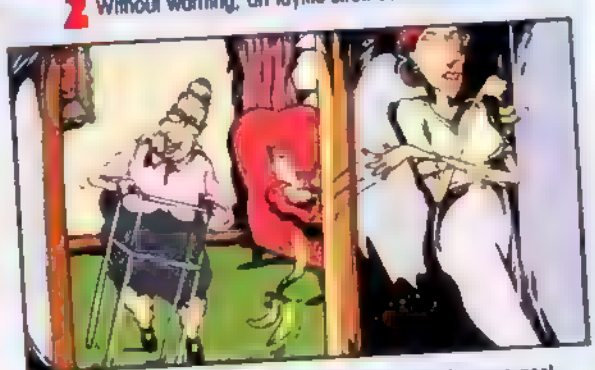
Translation: **I'm Hen-er-y the 8th I am! Hen-er-y the 8th I am, I am!**

Finally, if your aged loved one should happen to squirm out of going into a home after reading this article (because you left it lying out in the open, schmuck!)... be sure to look in a future issue for...

MAD'S COMPLETE GUIDE TO 101 METHODS OF [illegible] THAT LOOK EXACTLY LIKE ACCIDENTS OR NATURAL CAUSES

1 The elderly are easily distracted. Use this to your advantage.

2 Without warning, an idyllic stroll can turn tragic.



3 Don't underestimate the power of a single banana peel.

our new calling plan lets you call coast to coast...*

SIGN UP TODAY AND RECEIVE 1,000 MINUTES!

AT&FEE Digital Disadvantage Plans

Calling Plan	Use Anytime Minutes	Bad Connection Minutes	Usable Only When You're Underground Or In A Tunnel Minutes	On Hold While Waiting To Talk To Customer Service Minutes	Total Minutes Per Month
Bonus Plan **$79.95**	**2**	**393**	**250**	**355**	**= 1,000**
Super Bonus Plan **$119.95**	**2**	**393**	**250**	**355**	**= 1,000**

Although both plans offer the same amount of minutes per month, subscribers to our Super Bonus Plan won't receive hourly calls from our sales department badgering them to upgrade to our Super Bonus Plan.

EXCLUSIVE! Here's something NO other wireless phone company offers! Find out how many minutes you have left in your calling plan by using your cell phone to connect with our automated computer. (Don't be surprised if the number of minutes you spend on hold are the exact number of minutes you had left in your calling plan!)

Our **FREE ANALYSIS** tells you whether or not your calling plan is the best for you! (And if it's not, our experts will tell you how to change your working hours, your sleep schedule, your social life and your vacation plans, so your calling plan fits better!)

For an ***additional $10 a month***, you can add Caller ID. (Highly recommended because you probably won't be able to recognize the caller's voice due to the constant static and interference that plague our system!)

For an ***additional $20 a month***, you can add Web Browsing to your cell phone. Imagine the excitement of watching long, scrolling web pages crawl slowly across your little cell phone screen, two or three words at a time, as they eat up your valuable minutes!

For an ***additional $15 a month***, we'll give you an annual $100 rebate!!

A few words about cell phones and brain damage. Extensive studies show our cell phones **DO NOT** cause brain damage. Symptoms of brain damage include: 1) Talking loudly for hours at a time about the most personal and private issues while riding public buses and trains. 2) Walking down the street so engaged in a trivial conversation that you're oblivious to other pedestrians and oncoming traffic. 3) Driving at 75 mph on a freeway so distracted by meaningless chatter that you're a danger to everyone on the road and in your vehicle.

AT&FEE Wireless

YOUR WORLD. *OUR* PHONE LINES.

THIS IS IMPORTANT INFORMATION but not SO important that we don't want to make it extremely difficult for you to read by putting it in ... type at the bottom of the page. Even if you're able to read this, there's no way you'll be able to ... what's in ... type, so we'll be using large type. Some plans require a $1.00 non-refundable ... fee and a $1.00 non-refundable ... fee. Most plans ... charges apply. ... are defined as any call you make from a phone other than your ... phone. All ... made with your ... phone will be ... guaranteed to never be ... higher than those of ... imperfect ... combined. 50¢ ... to 4:30 ... Guam. 50¢ ... charge added ... other ... except ... no ... will ... be subject to only a 40% surcharge. Night time ... rates apply during ... eclipses. Weekend ... rates apply ... night time ... rates. ... fees are ... per ... they. Calls under one minute are rounded off to the nearest hour. If you sign up for ... or ... plan ... and die before ... first payment is due, DON'T WORRY. ... standing bill, along with threats of a lawsuit, will be automatically sent to your next of kin. Just the kind of service you expect from AT&FEE.

WRITER
DICK DEBARTOLO

SLUTS

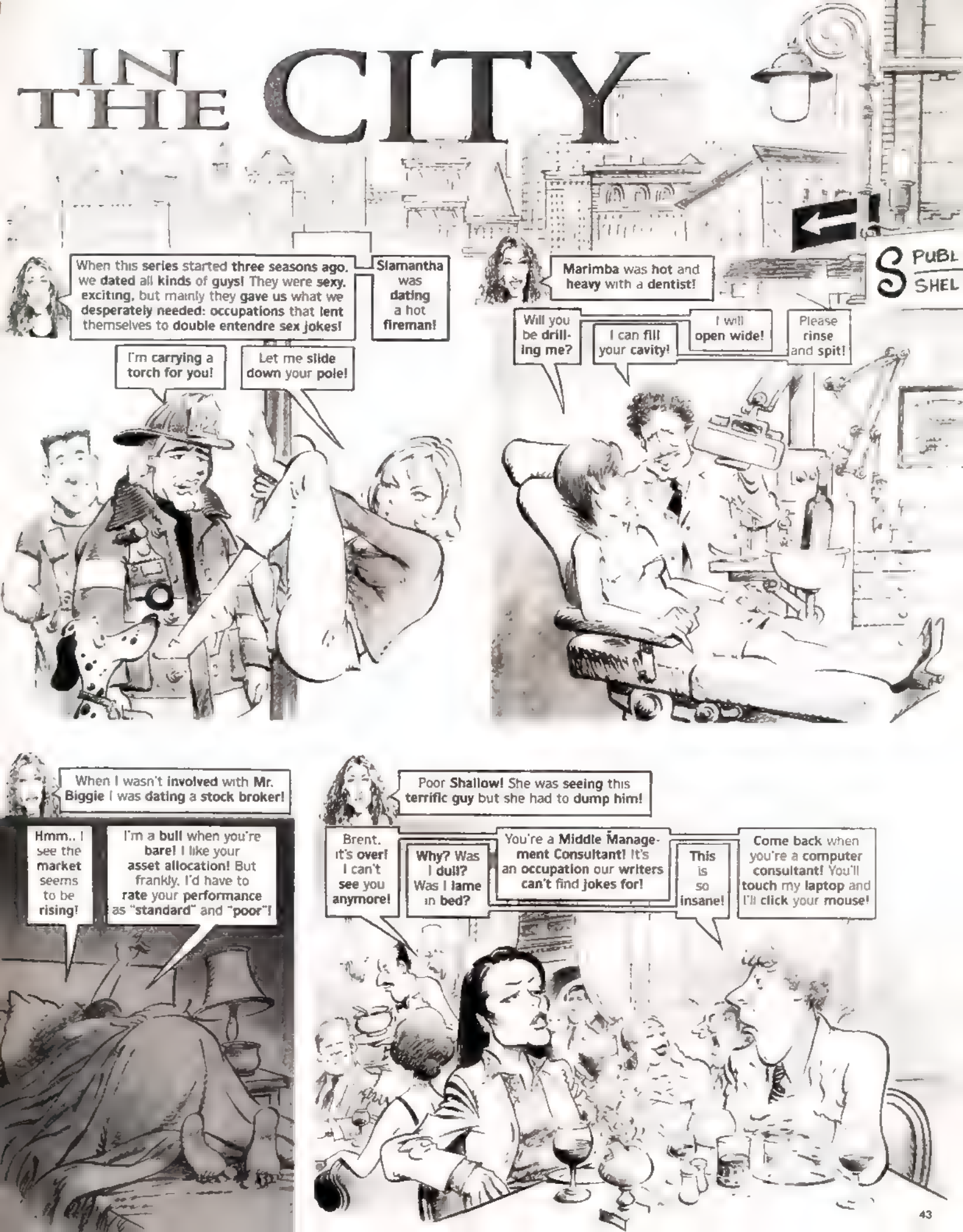
Here's the hot HBO series about four man-hungry Manhattan babes on the prowl. It's a comedy show and a suspense show. We don't know what's going to unravel first — the plot or their underwear! These women look like models but talk like hockey players! They call themselves sophisticated power chicks, but let's face it, they're basically nothing but...

I'm **Catty Broadshow!** I'm a **sex columnist** for a **New York** newspaper! I write about the **dating scene** in **Manhattan!** A statistic: There are **400,000 sex acts a day** in **New York!** About **100,000** of them **involve myself** and my **three friends!**
I'm **Slamantha Johns!** I'm the most **sex-crazed** of the **group!** I'm **HBO without** the **B** in it! You do the **math!** I wi **@#%^&*** a **chair leg!** I make **Madonna** look like the **cast** of ***7th Heaven!*** My mantra **been there, done him!**
I'm **Marimba Hopps!** I'm an **uptight lawyer!** I'm about as much **fun** as a **yeast infection!** You, the **MAD** reader, will **never know** what I'm **like** in **bed!** But let me **put** it this **way, right now** I'm "**faking**" this **intro!**
I'm **Shallow Yorkie!** I'm an art dealer! I'm the most **prim** of the **group!** When I use the "**F**" **word** it's things like "**Flemish painter**" and "**Frame**"! Our show has become a **cult hit!** I wouldn't be surprised to **see** us in the **TV exhibit hall** at the **Smithsonian** with **Fonzie's jacket, Minnie Pearl's hat** and **Slamantha's diaphragm!**
Hello! We're **Mr. Biggie, Strive** and **Tripe!** We're **in and out** of the **show** *and* the **women** in the **show!** On this **series** the **traditional roles** are **reversed!** ***We're*** the **sex objects!**
Me again! I **forgot** to **mention** that around here **size** *does* **matter!** The **size** of the **TV audience!** We'll do **anything** to get **ratings!** We'll get **naked** at the **drop of a hat!** In fact, that's **episode 16!** But I'm **getting ahead** of **myself!** I'll be **doing** the **running narration** — **starting now!**
DRUCKER

ARTIST: MORT DRUCKER

WRITER: JOSH GORDON

IN THE CITY


When this series started three seasons ago, we dated all kinds of guys! They were sexy, exciting, but mainly they gave us what we desperately needed: occupations that lent themselves to double entendre sex jokes!
Samantha was dating a hot fireman!
I'm carrying a torch for you!
Let me slide down your pole!
Marimba was hot and heavy with a dentist!
Will you be drilling me?
I can fill your cavity!
I will open wide!
Please rinse and spit!
When I wasn't involved with Mr. Biggie I was dating a stock broker!
Hmm.. I see the market seems to be rising!
I'm a bull when you're bare! I like your asset allocation! But frankly, I'd have to rate your performance as "standard" and "poor"!
Poor Shallow! She was seeing this terrific guy but she had to dump him!
Brent, it's over! I can't see you anymore!
Why? Was I dull? Was I lame in bed?
You're a Middle Management Consultant! It's an occupation our writers can't find jokes for!
This is so insane!
Come back when you're a computer consultant! You'll touch my laptop and I'll click your mouse!

We each had our weaknesses! I was obsessed with sex and shopping! Sometimes the two clashed!

Yes. I loved clothing! Especially designer shoes! I had over 100 pairs! You might say shoes were my Achilles heel!

Are you going to buy the cocktail dress or gawk at that stud?

Actually, I'm torn! I'm between a rack and hard place!

I'll take those three Manolos, those six stilettos and the thigh-high boots made from a rare endangered species!

Catty, everyone's wondering how you do it!

That I always look so hip and fashionable?

That you spend $3,000 a week on shoes and your job as a columnist only pays you $450!

When I grow up I want to look exactly like you!

You mean sleek and trendy?

I mean like a 1970s hooker!

When we weren't having sex or shopping we were hanging around! Just four chicks philosophizing over Latte...

I now shop online for my oversized sex toys!

I like fore-play with jumper cables!

He was my first circum-cised Norwegian!

Have you ever done it with a Moose?

Excuse me, ladies! Some customers are complaining about your language! You're grossing them out!

Exactly who's got their panties in a wad?

Those guys over at that table!

Our biggest problem of course was age! We weren't getting any younger! If you think about it, we were almost twice as old as WB stars on *Popular* and *Roswell!!* To compensate, we were doing a lot for the youth of America! We were dating most of them!

I'm trying to recapture my youth!

That can be tough!

Not really! There he is!

Meet Scooter!

You gotta be kidding! What is he ..17?

He's 17 and a half! And he's not just a body! He's got a brain! Scooter, what's the capital of Bosnia?

Uh...Lake Tahoe?

How much is 8 x 6?

Three hundred!

Close enough! Come here, you stud!

Sometimes we just kicked back and revealed our deepest, darkest fantasies!

Okay, girls, what's your greatest sexual turn-on? Mine is being stark naked on a lobster boat with George Clooney!

In a church tower! With a priest, a bikini-clad coed and a deformed bell ringer!

It involves pancake syrup, a dwarf and the cast of *The West Wing*!

A romantic walk on the beach with a charming guy who proposes marriage, we end up with two kids and a home in the country!

Yucch! You're grossing me out! What a freak! Get a life!

The New York singles scene wasn't easy! We each experienced a period of dating disasters!

Catty, I am leaving! I just realized something about you!

What is it?

Your sex is as mechanical as your acting!

We have selected you! You are the "chosen one"! We are here to perform an anal probe!

Oh! You're aliens from another planet?

We're three guys from the Bronx!

He left me for this hot Asian chick!

It happens!

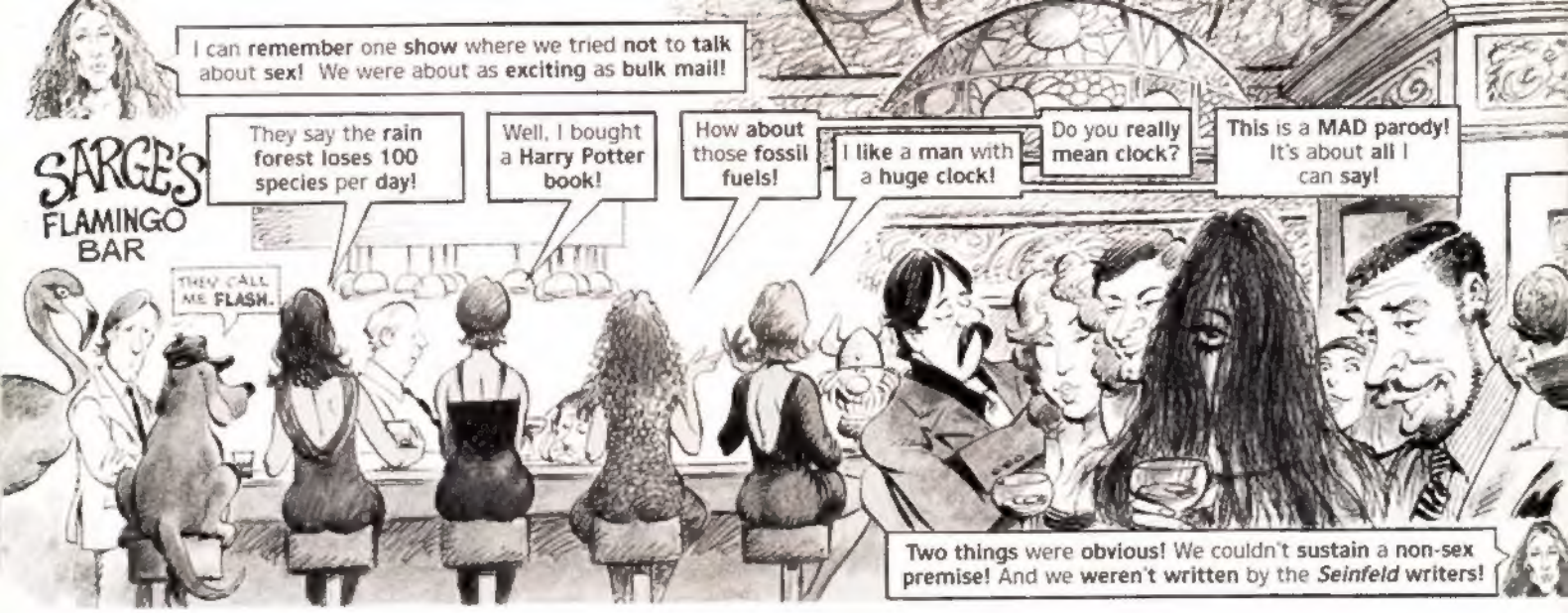
But he said he loved me for my personality!

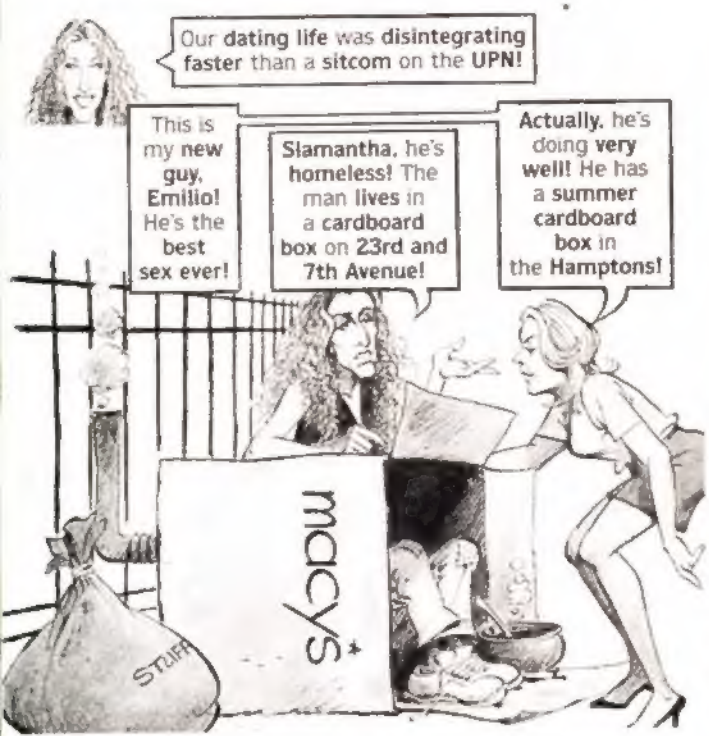
If you believe that, I've got a dot-com stock I'd like to sell you!

I know you're a corporate billionaire, but I'm dumping you for that gardener!

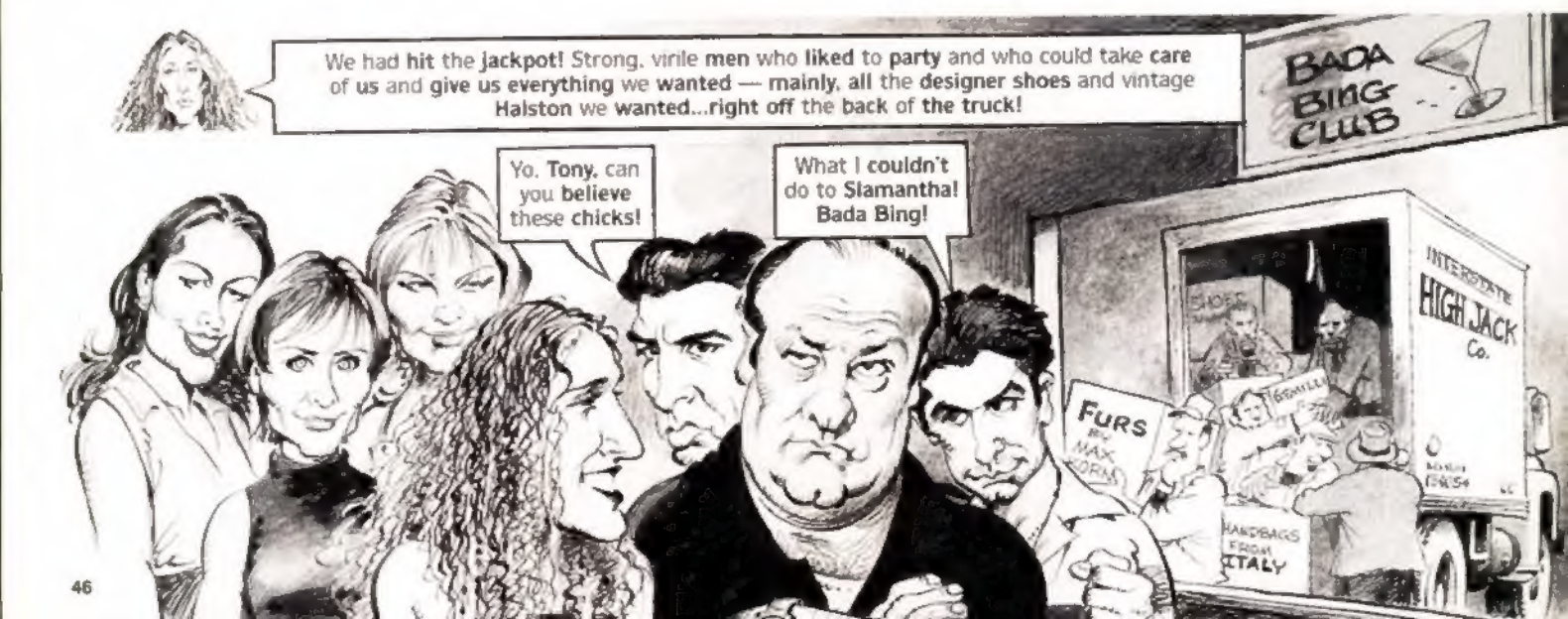
For heavens sake, why would you do that?

Duh! For the ratings! I'll be able to say "weed whacker" 22 times a show!


I can remember one show where we tried not to talk about sex! We were about as exciting as bulk mail!
SARGE'S FLAMINGO BAR
They say the rain forest loses 100 species per day!
Well, I bought a Harry Potter book!
How about those fossil fuels!
I like a man with a huge clock!
Do you really mean clock?
This is a MAD parody! It's about all I can say!
THEY CALL ME FLASH.
Two things were obvious! We couldn't sustain a non-sex premise! And we weren't written by the Seinfeld writers!


Our dating life was disintegrating faster than a sitcom on the UPN!
This is my new guy, Emilio! He's the best sex ever!
Slamantha, he's homeless! The man lives in a cardboard box on 23rd and 7th Avenue!
Actually, he's doing very well! He has a summer cardboard box in the Hamptons!
macy's
STUFF

The party was over! We were played out! We looked forward to the Manhattan dating scene with about as much anticipation as a new Kevin Costner "water movie"!
We were at a turning point in our pathetic lives! We had to pull ourselves up by our Gucci bootstraps and make a dramatic change!
We had to think of our future! We had dated all the men in New York! There was no one left! We had to explore other zipper codes!
We wanted to settle down! We wanted security! And the answer was right across the bridge...in New Jersey! We found some guys who filled our needs!

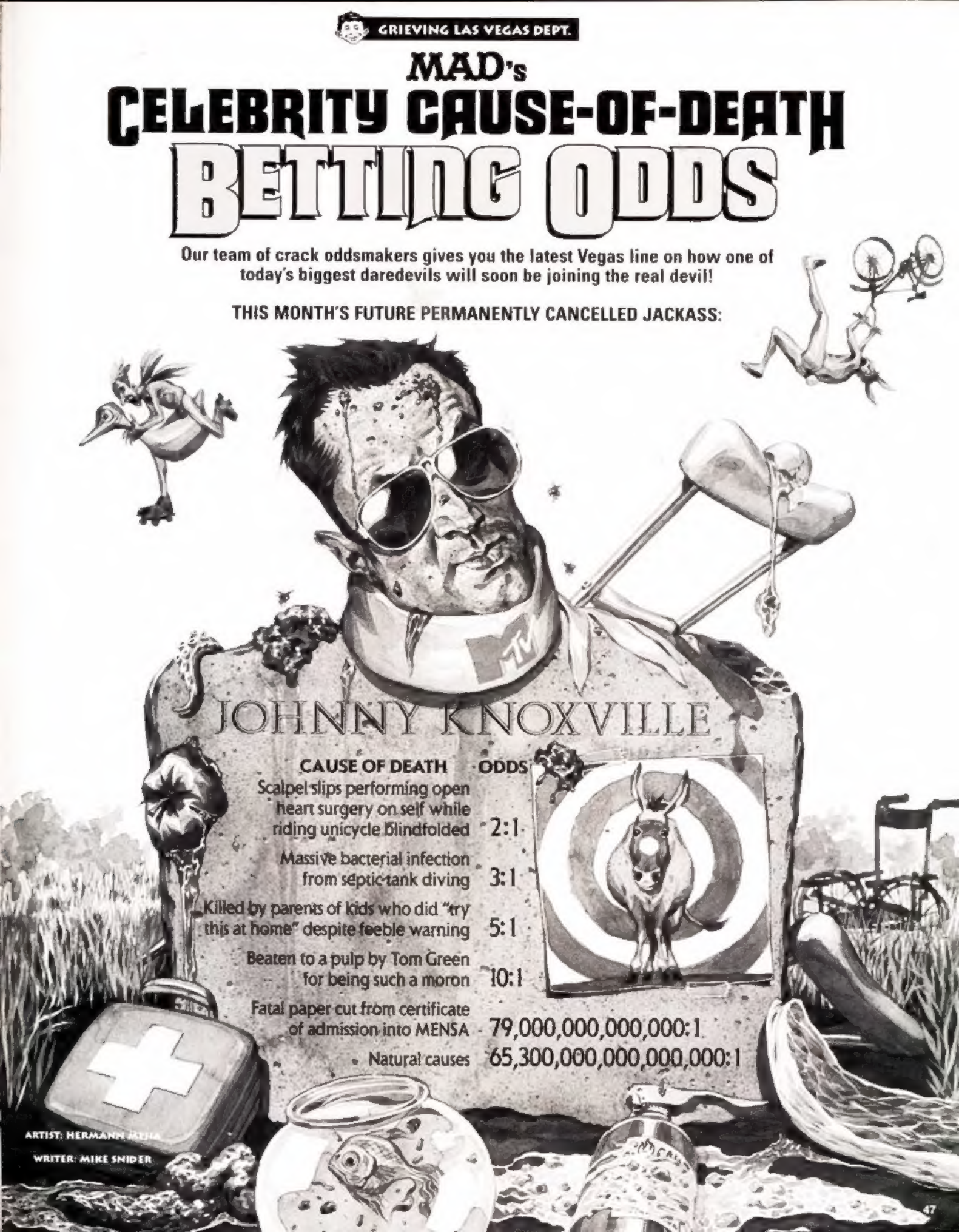

We had hit the jackpot! Strong, virile men who liked to party and who could take care of us and give us everything we wanted — mainly, all the designer shoes and vintage Halston we wanted...right off the back of the truck!
BADA BING CLUB
Yo, Tony, can you believe these chicks!
What I couldn't do to Slamantha! Bada Bing!
INTERSTATE HIGH JACK Co.
FURS
HANDBAGS FROM ITALY

GRIEVING LAS VEGAS DEPT.

MAD's CELEBRITY CAUSE-OF-DEATH BETTING ODDS

Our team of crack oddsmakers gives you the latest Vegas line on how one of today's biggest daredevils will soon be joining the real devil!

THIS MONTH'S FUTURE PERMANENTLY CANCELLED JACKASS:


JOHNNY KNOXVILLE
CAUSE OF DEATH
ODDS
Scalpel slips performing open heart surgery on self while riding unicycle blindfolded
2:1
Massive bacterial infection from septic-tank diving
3:1
Killed by parents of kids who did "try this at home" despite feeble warning
5:1
Beaten to a pulp by Tom Green for being such a moron
10:1
Fatal paper cut from certificate of admission into MENSA
79,000,000,000,000:1
Natural causes
65,300,000,000,000,000:1

ARTIST: HERMANN [illegible]

WRITER: MIKE SNIDER

WHAT TELEVISED SPORTS DISASTER HORRIFIED MILLIONS OF VIEWERS THIS YEAR?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

These days the word extreme is applied to all professional sports. Competition is no longer sufficient to satisfy the masses — the event must include danger. There was one spectacle, however, that left even the most grizzled sports fans speechless. To find out what this sports disaster was, fold page in as shown.

FOLD PAGE OVER LIKE THIS

A FOLD PAGE OVER LEFT B FOLD BACK SO THAT "A" MEETS "B"

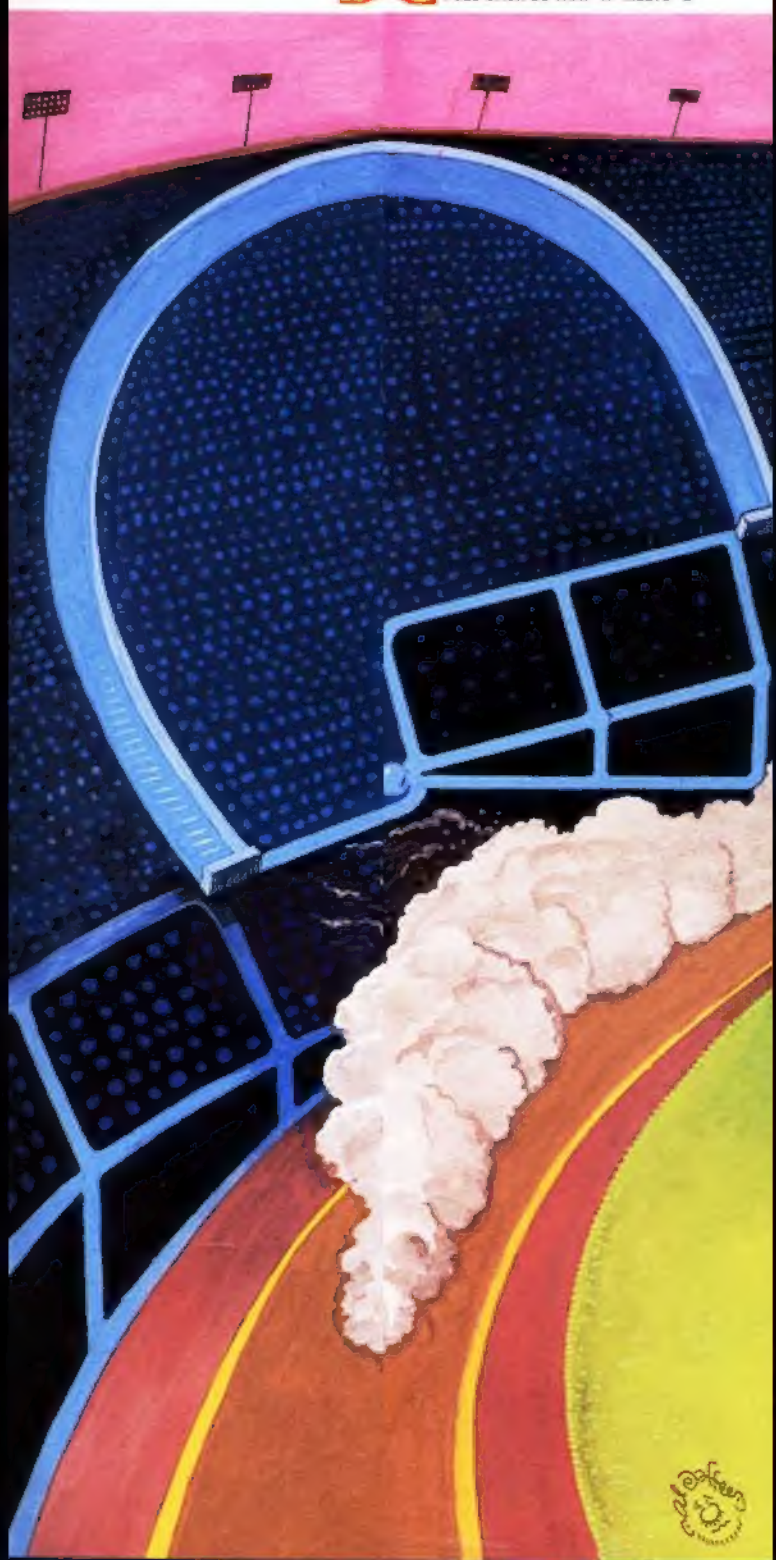
THE HORRORS SEEN ON TV ARE NOT ALWAYS SEX AND CRIMINAL VIOLENCE. OFTEN MANY OF THE SPORTS SHOWS ARE THE WORST OF ALL

ARTIST AND WRITER: AL JAFFEE

WHAT TELEVISED SPORTS DISASTER HORRIFIED MILLIONS OF VIEWERS THIS YEAR?

FOLD PAGE OVER LIKE THIS

A B FOLD BACK SO THAT "A" MEETS "B"



THE XFL

A B